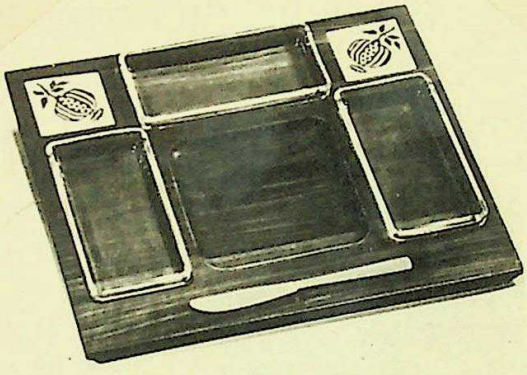
D7/554.1

Giftwares

March 1961

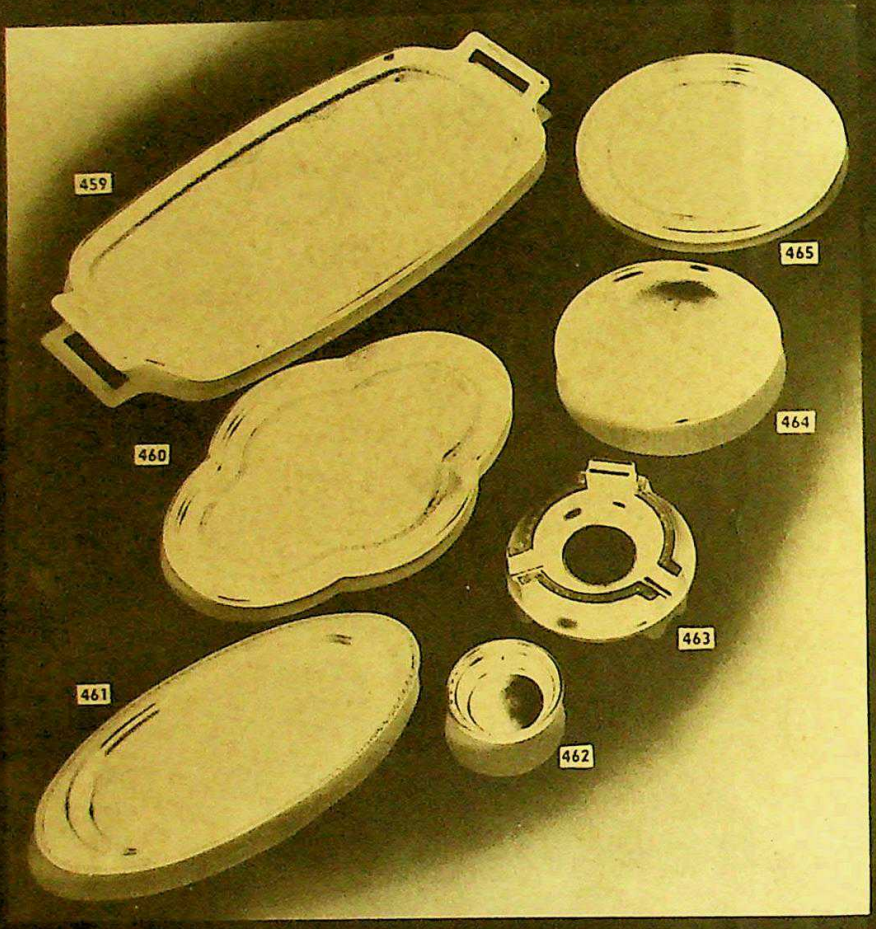
Page 13

top left panel



New Delft Blue line includes this walnut server with imported blue and white tiles, crystal serving dishes, and stainless knife. Retail is $20. By Sohn, at Jack Orenstein, 225 5th, N. Y.

D7 5.54.2
Page 36 - Modern Plastics
Aug. 1937.



Stock molds

SHEET FORTY

Plastic trays do not chip easily and are not affected by alcohol, liquids or even cigaret burns. They are obtainable from stock molds in a wide variety of colors, and comparatively small quantities can be purchased with economy. Interested executives should write on company letterhead when requesting samples.

Address all inquiries to Stock Mold Department, Modern Plastics, 425 Fourth Avenue, N. Y. C. All molders are invited to send samples from stock molds to appear on this page as space permits.

459. Serving tray 10 in. by 18 in. with molded handles which afford an easy and secure grip

460. Oval tray 12 1/4 in. by 8 3/4 inches

461. Long tray convenient to use as a bread tray or for serving beverages, 5 3/4 in. by 11 5/8 in. Decorated edge

462. Nested ash tray 3 1/4 in. in diameter

463. Ash receiver 5 1/2 in. in diameter with two cigaret rests and a match box holder

464. Change tray or coaster 7 in. in diameter

465. Round tray 9 in. in diameter with decorative edge and inside debossed design

D7-554.2

TRAY TRIO speak for themselves. Decorative and practical as well. Imports from India, of brass throughout with etched figures from Indian legend on face, make these fine showpieces. 11" x 7¼", $6.50; 13¼" x 9½", $10.25; 15½" x 11¼", $13.25. Set of 3, $28.50 ppd. Pacific Shop, 219 Sutter St., San Francisco, Calif.

ESQUIRE JUNE 1955 P. 167

Esquire June 1955 p.167

Party time favorite from Jensen's

A glass canape tray that is a delight to any hostess. Such an attractive gift that you will want one for yourself.

Canape tray with three serving pieces, complete, 15.00*. Cocktail glasses with swallow design, 18.00 doz.

*PRICE INCLUDES FEDERAL TAX ON STERLING SERVING PIECES

MAIL AND PHONE ORDERS FILLED— ELDORADO 5-6630

NO CHARGE FOR DELIVERY WITHIN 300 MILES

GEORG JENSEN INC.

Fifth Avenue at 53rd St., New York 22

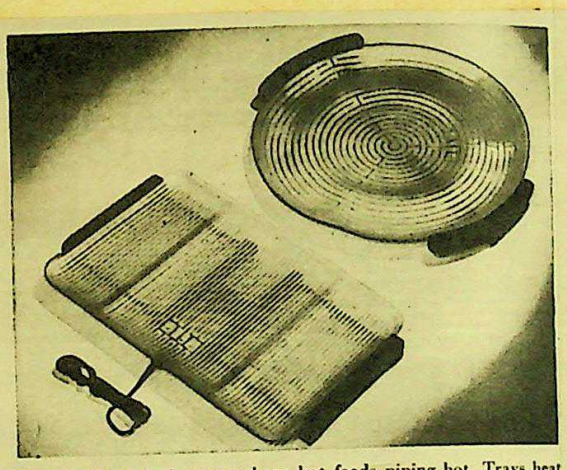
New Yorker 3/16/50 p62

D7/554.2

Better Homes and Gardens

Nov. 1951

P. 172



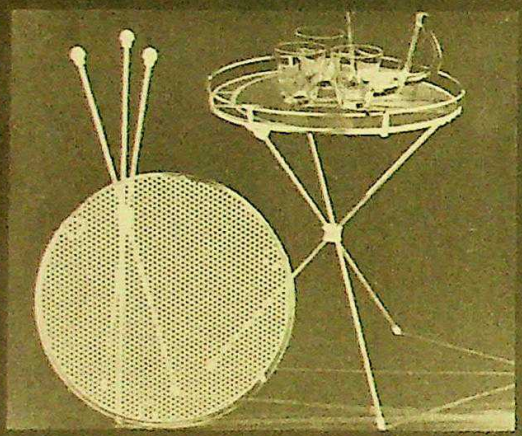
Electric glass serving trays keep hot foods piping hot. Trays heat quickly, retain heat for more than half an hour after they're disconnected. Ideal for hostessing or a family dinner that has to wait

D7-554.2
p. 23 APRIL, 1955
BETTER HOMES & GARDENS

News in serving trays

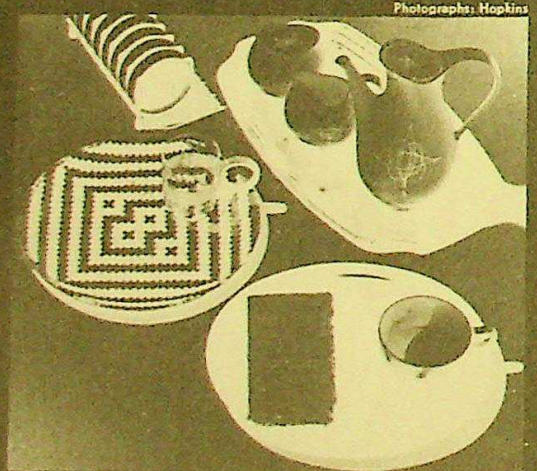
By Margo Garrity

Perforated, metal tray is right size to carry beverages to your guests. This one measures 12x18 inches and is available in black and white. It may be used a dozen ways—at your buffet dinners, television parties, or for lawn parties



This tray-table serves as a tray—then may be converted to a table. It is 18 inches in diameter, stands 27 inches from the floor. You have black iron or brass legs to choose from. Some have plywood tops—others have simulated marble

Photographs: Hopkins



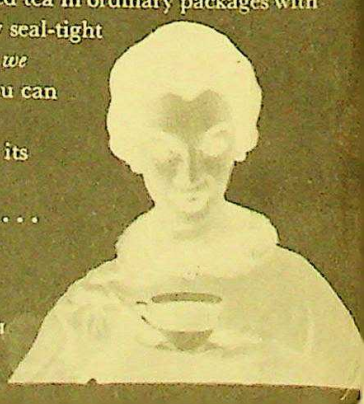
Oval 12-inch platter, lower right, looks like lacquer but is plastic. Tray, top right, 10x17 inches, is available in red, green, gold, or blue. Coasters in rack absorb liquids like a blotter. Wooden plate has plastic-coated, bamboo covering

More on page 254

Now... discover how good *really fresh tea* can be!

You'll be amazed—*as tea experts were*—at the difference Tender Leaf's New Seal-Tight Foil Wrap makes in freshness, fragrance and flavor!

It's a fact—only *really fresh* tea is full-*flavored* tea! We proved this in tests all over the country—compared tea in ordinary packages with Tender Leaf protected by this new seal-tight aluminum foil wrap. Frankly, *even we* were amazed at the difference! You can actually *see* Tender Leaf's brighter color, *smell* its finer fragrance, *taste* its richer, deeper flavor. Discover for yourself how good *fresh* tea can be . . . try Tender Leaf Brand today!



TENDER LEAF—FIRST AND ONLY TEA PACKED THIS FLAVOR-SAVING WAY!

D7/554,2

HOUSE BEAUTIFUL 10-1958

WINDOW SHOPPING

NEW! EXQUISITE LIFE SIZE TREE WALL MURALS

Now . . . thru a special process, you can have a life-size tree mural for your living, dining or bedroom walls. Mural size, 48" deep by 98" wide. Apply as is or cut out and applique to walls. Made on antique finish paper. Apply like wall paper. Choice of Cherry Blossom, Spring Elm, Ming or Pine. Sold on strict money back guarantee.

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- Cherry ... som (Pink, ... brown)
- Spring (Green, brown)
- Ming (Gray, Gold)
- Pine (Gray, Green)

$7 plus 32 ... age

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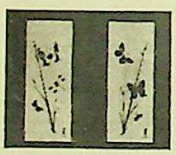
WALL SCROLLS

SA... ½ B... MAIL

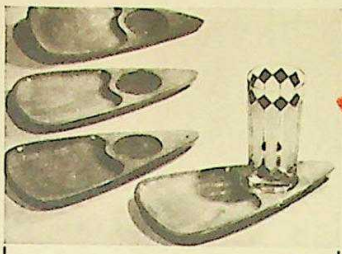
MUSICAL SCROLLS
(7" x 24")
Black on Chalk-white Parchment
4.95 SET OF 3

AFRICAN DANCERS
(12" x 36")
BLACK & TURQUOISE
On Chalk-white Parchment
4.95 PAIR PPD.



BUTTERFLIES
(10" x 24")
FULL COLOR
On Chalk-white Parchment
2.95 PAIR PPD.

CALIFORNIA ARTISANS
2621 S. Alma, San Pedro, Calif.



Smart for Snacks . . .

Add new enjoyment to TV-viewing or cocktail hour with these clever snack trays of smooth-finished walnut with cork inset. Ideal for holding cups, tumblers or cocktail glasses. Trays measure 5½" x 10½". Four trays to a set.

Send for Free 1958 Catalog

$4.50 Set Postpaid

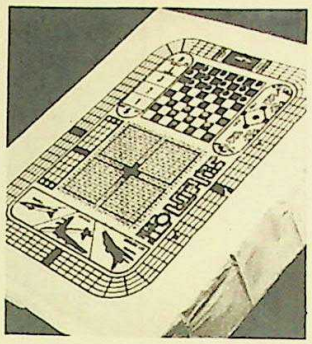
Hultberg's
BEAUTIFUL GIFTS
Dept. HB-1 Rockford, Illinois

IBIS BIRDS

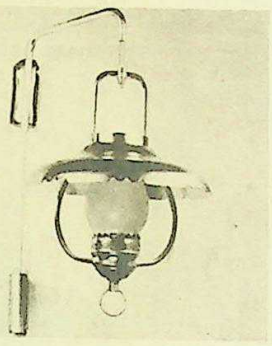
The modern way to add interest to blank wall space in living room, den, library, game room—mounted anywhere, they command instant attention and admiration. Designed by Ernst Hagerstrom. Beautifully sculptured from aluminum. Your choice of three fine finishes: satin black, brass, copper. Each bird is 16" wide. Get the set for $19.50 postpaid. Single bird $6.75.

Write for new Catalog

Hagerstrom METALCRAFT STUDIO
Handcrafted Specialties since 1922—Lanterns, House Signs, Weathervanes, Mail Boxes, etc.
Dept. HB, Old Milwaukee Rd., Wheeling, Ill.

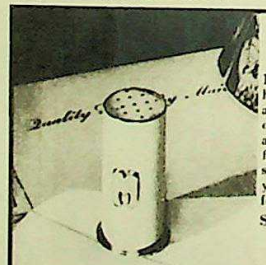


PLAYTIME CLOTH is always set for a game. Fun for kitchen, patio, rumpus room, or on picnics, this reversible tablecloth of heavy, washable plastic features 9 popular games and comes with 32 assorted markers, dice, and checkers plus easy instructions for each game. $2.95 plus 50¢ post. Order from Ess-Dee, Dept. B-10, Brownsville Box 133, Brooklyn 12, New York.



PULLEY FOR YOU if you choose this handsome wall lamp with a pull-down ring to throw light on any subject. When you're finished reading or working, up it goes out of the way. Lamp has 12" scalloped brass shade and glare-free frosted glass chimney, 3-way switch. It adjusts to any ht. and swings from left to right. $12.98. 2 are $25. For ceiling pull-down, add $1. Regal Prod., 9201 Ave. B., Brooklyn 36, N. Y.

RID-O-MUST gives the bum's rush to musty odors in mattresses, closets, luggage, rugs, furniture, dresser drawers. Better get an extra can for your husband to use in the basement, in his car, boat, or trailer. Just sprinkle it on. That stale, dead-storage odor vanishes right away, and there's a sunshine-fresh smell instead. $1. Dryrox, Inc., 2800 Beauchamp, Houston 9, Texas.



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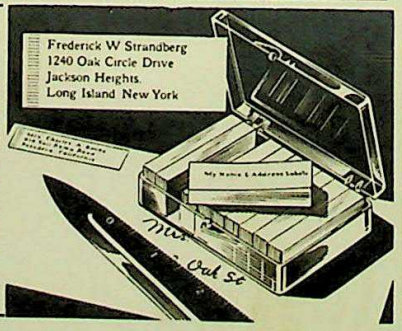
Any message up to 4 lines neatly printed in black on white, gilt edged gummed paper 1½ in. long. Packed with 2x1 in. purse size plastic box and padded in books. Use on checks, lunches, books, letters, phono records. 1000 for $1 ppd. Any 5 or more orders, 80¢ each. Desk size 3x2 in. plastic box 10¢ extra. We tell you the sizes of our quality product. Great for gifts. Add 21¢ per order for Airmail. Guaranteed to please. Prompt delivery. Bruce Bolind, 101 Bolind Bldg., Montrose 40, Calif. Thank you kindly!



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MARJAY Novelty Co.
P.O. Box #2704
Cincinnati 37, Ohio

Special Only $1.50 ppd.

D7/554.2

The Gift and Art Buyer

Sept. 1960

Page 130

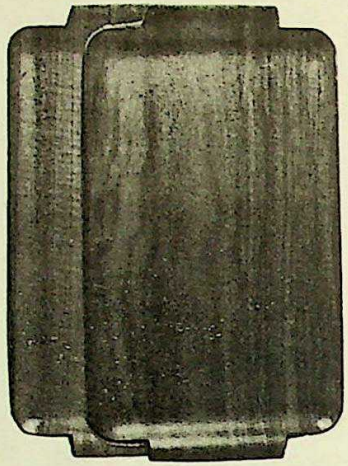
Top illustration

The Danish-made Siamese teak collection of Dansk Designs, Great Neck, N. Y. Items in staved-wood line typify Danish styling, good taste.

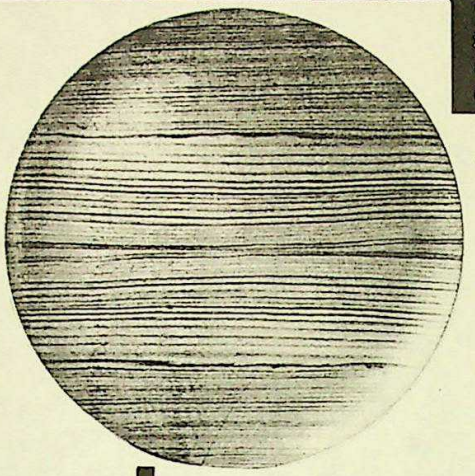
TS 2301
.U5A2

There is a convenient order form for artificial flowers and another for regular merchandise at the end of the book.

Received
December 29 1960
Page 25

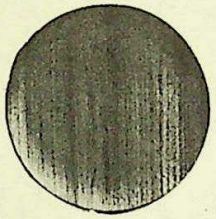


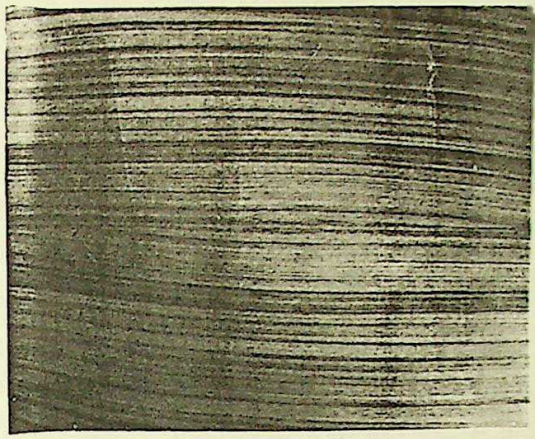
W2776 11x20 Teak Serving Tray 30.00 dz
W2739 11x20 Walnut Serving Tray 24.00 dz



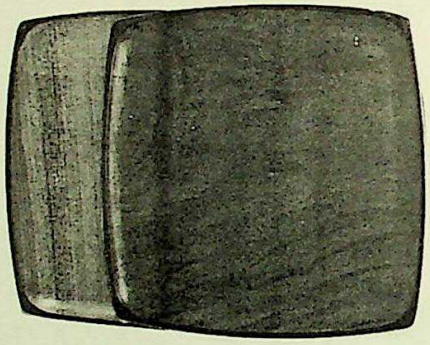
SKT115 15-1/2"
Round Teak Tray 48.00 dz

SKT107 7" Round Teak Tray
9.00 dz

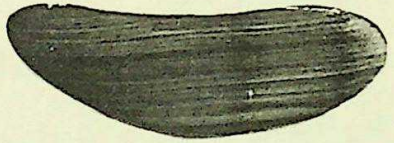




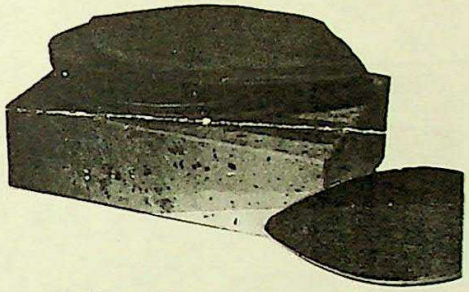
SKT111 14x20 Teak Large Serving Tray 5.00



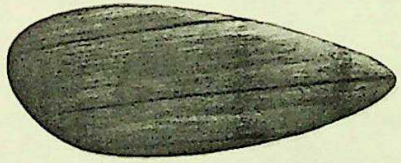
W3397 13-1/2" Square Teak Tray 27.00 dz
W2745 13-1/2" Square Walnut Tray 24.00 dz



OT139 13" Teak Ellipse Tray 18.00 dz

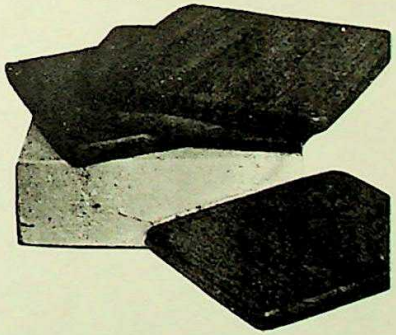


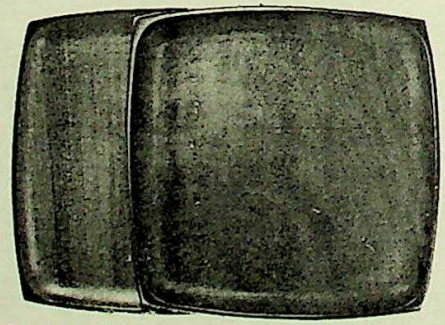
CA16 Set/6 Elliptical Teak Coaste
36.00 dz sets/6



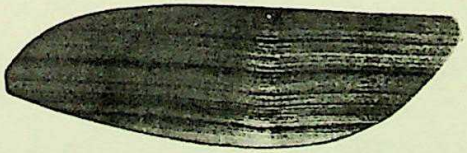
OT137 13" Teak Ellipse Tray 18.00 dz

WK854 6" Indian
Walnut Bowl
18.00 dz

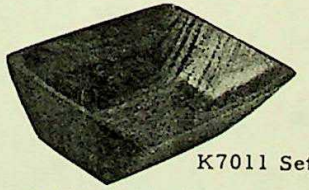




W2909 12" Square Teak Tray 21.00 dz
W2744 12" Square Walnut Tray 18.00 dz



OT136 16" Teak Ellipse Tray 18.00 dz

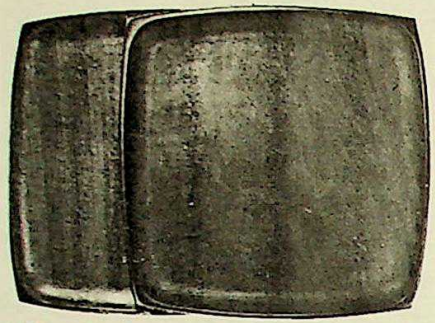


K7011 Set/4 Teak Cheese Boards 5x5 3.5

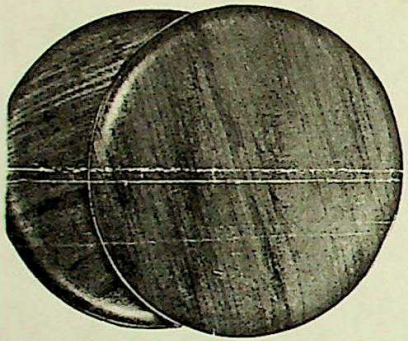
WK847 7" Indian
Walnut Bowl 18.00 dz
18.00 dz

D7-554.2

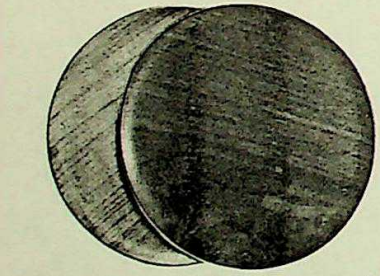
3397 13-1/2" Square Teak Tray 27.00 dz
2745 13-1/2" Square Walnut Tray 24.00 dz



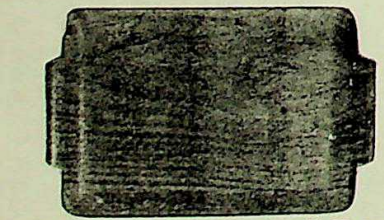
2909 12" Square Teak Tray 21.00 dz
2744 12" Square Walnut Tray 18.00 dz



2908 13" Round Teak Tray 21.00 dz
2742 13" Round Walnut Tray 18.00 dz

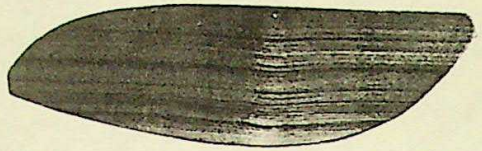


2907 11" Round Teak Tray 15.00 dz
2741 11" Round Walnut Tray 12.00 dz



2740 9x14 Walnut Cocktail Tray 18.00 dz
2775 9x14 Teak Cocktail Tray 21.00 dz

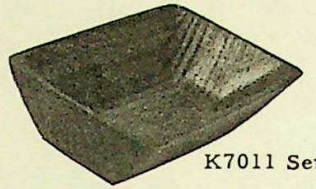
OT137 13" Teak Ellipse Tray 18.00 dz



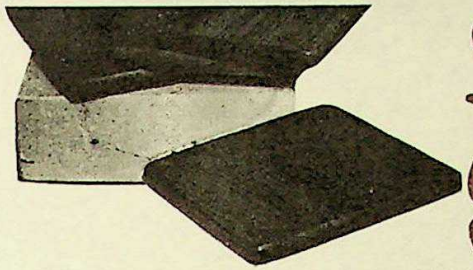
OT136 16" Teak Ellipse Tray 18.00 dz

E2E3E5 Teak Cigarette Cups 12.00 dz

WK854 6" Indian Walnut Bowl 18.00 dz



WK847 7" Indian Walnut Bowl 18.00 dz 18.00 dz

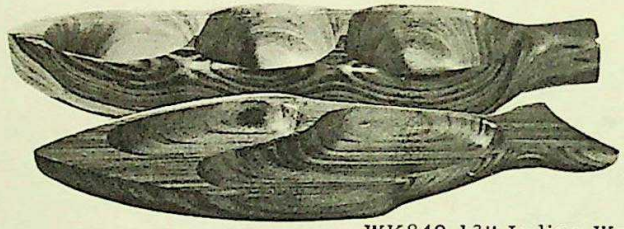


K7011 Set/4 Teak Cheese Boards 5x5 3.50 set/4

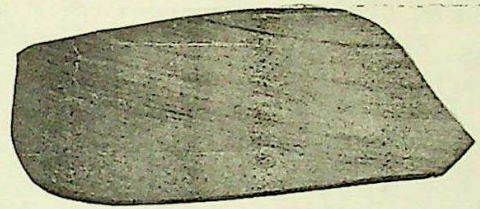
WK848 9x15 Indian Walnut Salad Bowl 12.50 ea

All trays on this page are gift boxed

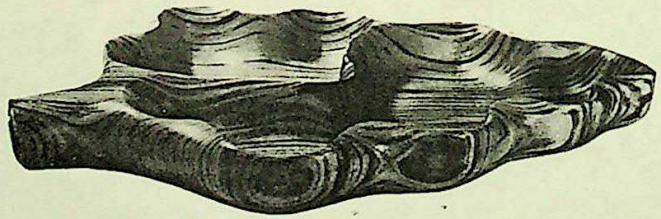
WK853 13" Indian Walnut Serving Leaf 36.00 dz



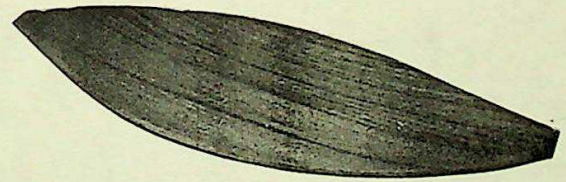
WK849 13" Indian Walnut Serving Fish 18.00 dz



OT130 Teakwood Serving Tray 12x20 36.00 dz

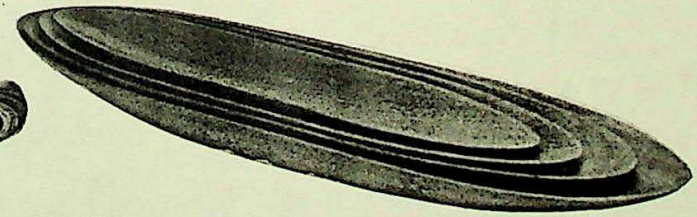


WK850 16" Indian Walnut Serving Leaf 6.50 ea



OT103 7x22 Teakwood Serving Tray 30.00 dz

WK852 19" Indian Walnut Serving Leaf 5.00 each

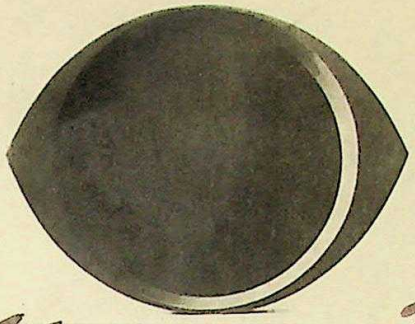


MB Mahogany Banco Boats in beautiful mat finish 18"20"22"24" nested in set
Set/4 Banco Boats 20.00 per set

D7-554.2
Albert Kessler & Co. Rec'd 12/1966 p. 25 Catalog

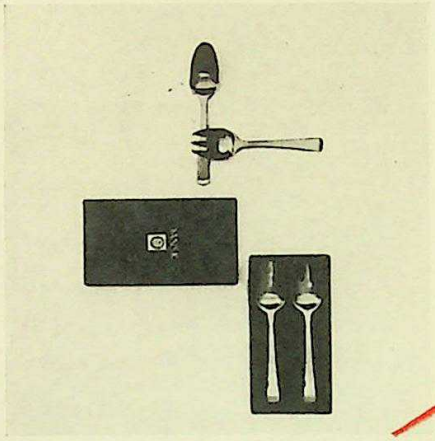
D7-554.2 January, 1961

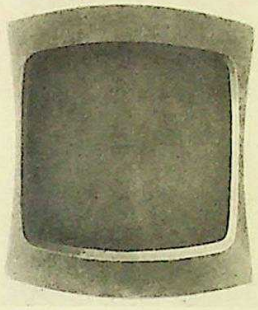
DANSK DESIGNS



A destra, due vassoi ed un contenitore per il ghiaccio in melamina realizzati su disegno di Jens Quistgaard in sette diversi colori. Distribuzione Dansk Designs, Copenhagen.

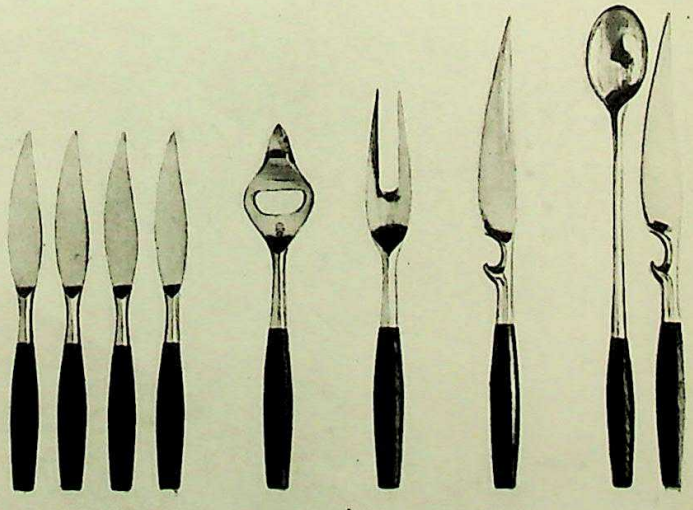
On right, two trays and an ice container in melamine designed by Jens Quistgaard in seven different colours. Distributed by Dansk Designs, Copenhagen.





Sopra, posate per bambini in acciaio inossidabile forgiato a mano, con confezione realizzata a stampo, su disegno di Jens Quistgaard. Distribuzione Dansk Designs. A sinistra, alcuni pezzi della serie «Flamestone» in terraglia pirofila marrone scuro, smaltata solo internamente.

Above, stainless steel children hand forged cutlery, with formed packaging, designed by Jens Quistgaard. Distributed by Dansk Designs. On left, some pieces of «Flamestone» series in dark brown fire-resistant stoneware, enameled inside only.



A destra, posate della serie «Fjord» in acciaio inossidabile forgiato a mano, con manico in teak impermeabilizzato, su disegno di Jens Quistgaard. Distribuzione Dansk Designs, Copenhagen.

On right, stainless steel «Fjord» series hand forged cutlery with teak impermeabilized handle, distributed by Dansk Designs, Copenhagen.

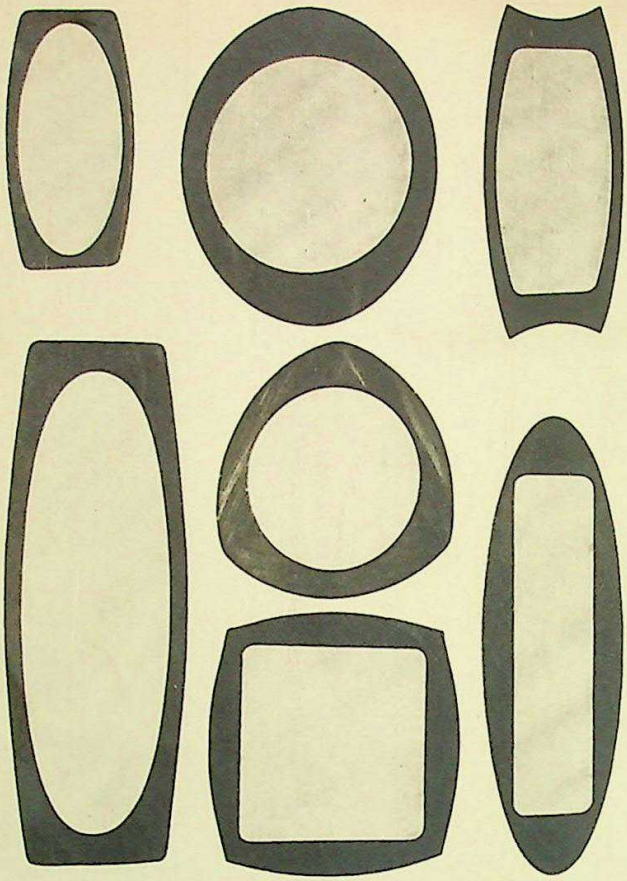
STILE INDUSTRIA #30

JANUARY, 1961

PAGE 45

"STICE INDUSTRIA" #30

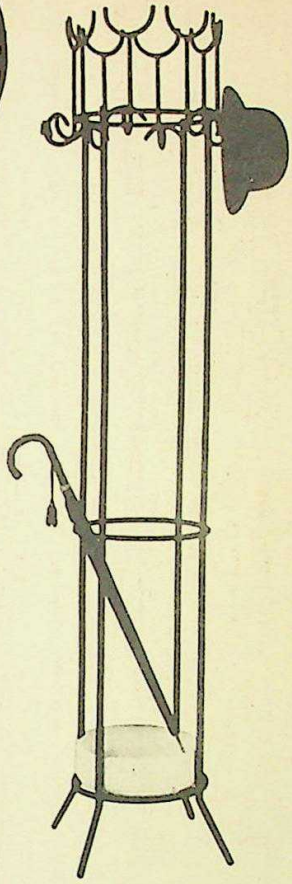
D7-554.2



CAMPO·ARCHITETTI·GRAFFI·DESIGNERS·

HOME

CASA VOSTRA CASA VIVA CASA VERA

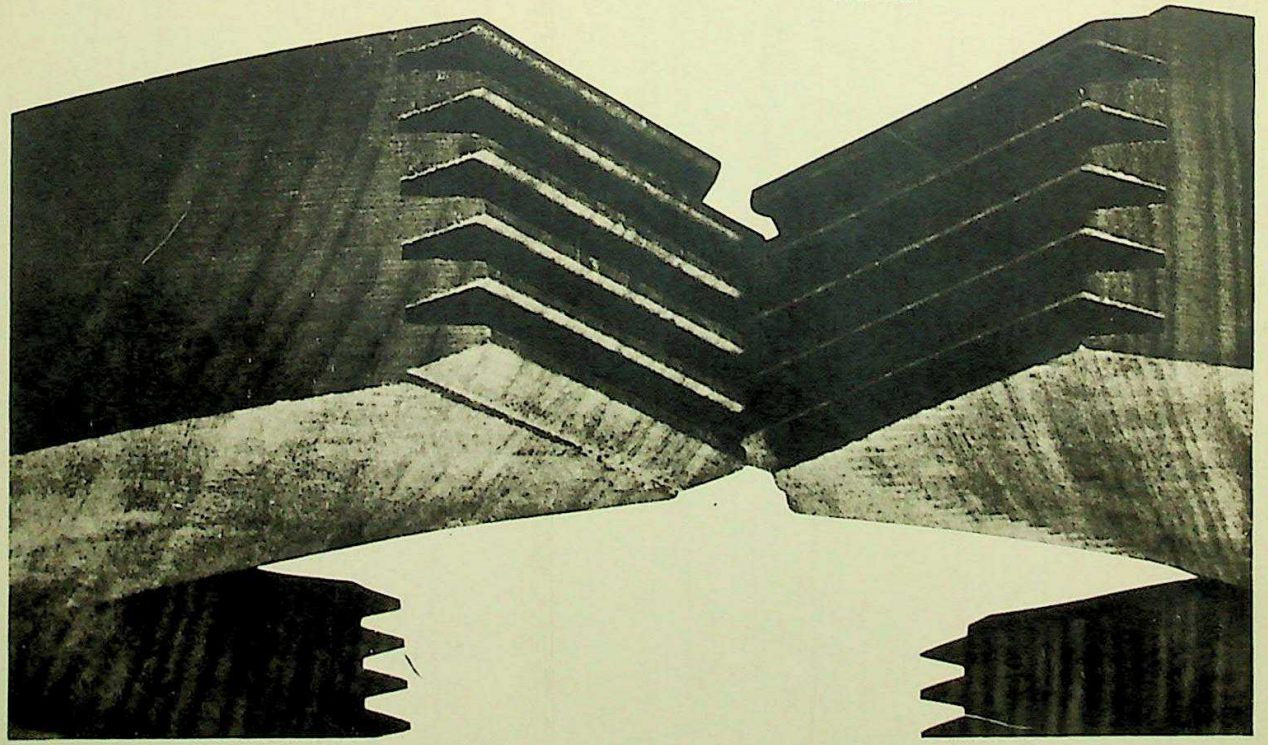


mod. **Prisco** portabiti
La struttura è in ferro verniciato nero, raggrinzato al forno, munito di otto portabiti - modello depositato

Serie vastissima di specchi di teak o palissandro, incastro a grande superficie, verniciatura opaca lavabile e luce in cristallo argentato - modelli depositati
mod. **Susy - Aldera - Socrate - Luky - Oscar - Savino - Scipione.**

Sede **TORINO** via Bruno Buozzi 5, tel. 527.850/43.068 - stabilimento **TORINO** strada delle Campagne 68, tel. 293.660/64 - filiali **TORINO** via Amendola 12, tel. 520.306 - **GENOVA** via SS. Giacomo e Filippo 19, tel. 893.039 - **ROMA** via del Babuino 54, tel. 688.645

HOME



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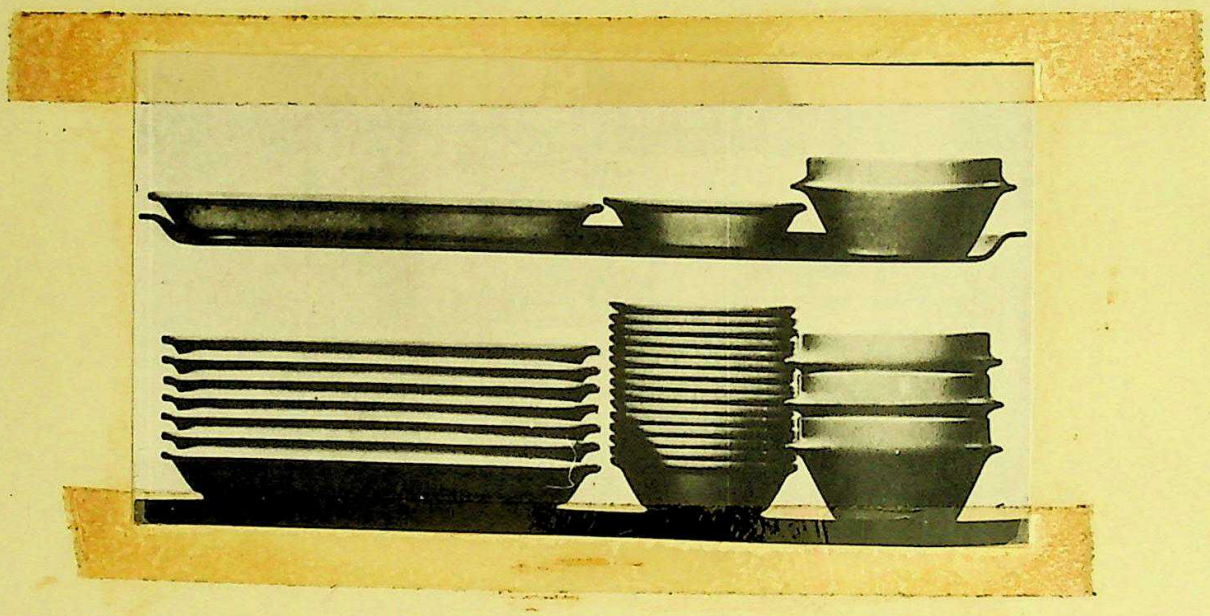
92

Stile Industria

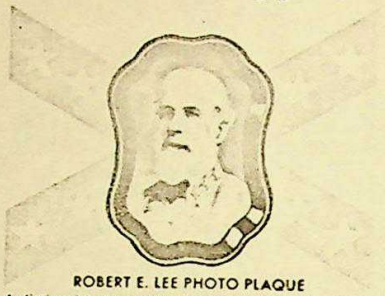
Dec. 1962

p.34



1-66
D7-554.2

Featured in...
House Beautiful's
Window Shopping



ROBERT E. LEE PHOTO PLAQUE

A distinguished tray that features a dramatic picture of General Robert E. Lee — a genuine photograph, the first and only portrait taken in the field. Reproduced from a 100 year old original. Expression is natural and undistorted. Black tray with gold decorated border is lacquered for lasting beauty. 7 x 9¼", with hanger for wall mounting.

Sample @ $ 1.65 Postpaid.
1 doz. @ 18.00 Postpaid.
12 doz. @ 15.00 doz. FOB, Winchester

Suggested retail — $2.98
ONE IN GIFT BOX—8 OZ.
PACKED 12 IN STAND. CARTON—6 LBS.
GLOSSIES AVAILABLE ON REQUEST.

YOUR SAMPLE ORDER WELCOME!!

Claude HUNTSBERRY
26 W. Piccadilly St., Winchester, Va. 22601
Phone (703) 662-0190

salesman with the lowest score for nine weeks [illegible] golf club.

SALARY INCREASE

The implication of this prize award in a sales contest may be too long lasting to be considered. However, instead of a cash prize for winning the contest, the winning salesman gets a percentage increase in salary. The longer this salesman remains with your organization, the more valuable this prize becomes. However, it provides a constant reminder of success that is missing in most money awards for sales contests.

BASEBALL

Each sale represents some type of base hit. For instance, one type of sale could be a home run, another a triple, and another a single. At the end of each week all runners are out automatically and a new inning starts. Tickets to the World Series and travel expense would provide an interesting prize for this contest.

FISHING CONTEST

There are many variations of this old standby. One is where the "fishing hole" is a tank filled with a dark liquid and magnetic hooks are dropped into the pond. "Metal fish" marked with a dollar [illegible] of point value are stocked in the pond. Each day the salesmen fish and know what they won.

CHARITY CONTRIBUTION

A certain dollar amount is set aside for each sale or a percentage of total volume during the sales contest. The amount of the salesman's winnings is given to him and an equal amount is contributed to some charity of his choice. This lends itself to good local publicity for your firm via the interest in the local charity drive.

FOOTBALL

A relatively simple sales contest can be developed with the football theme. Each sale or dollar amount of sales can be used to secure players for the football team. The first salesman to get a complete team would win the sales contest. Different point values can be assigned to different positions on the team. Or, each sale can account for so many yards of progress and the salesman who gained the most yards wins the contest.

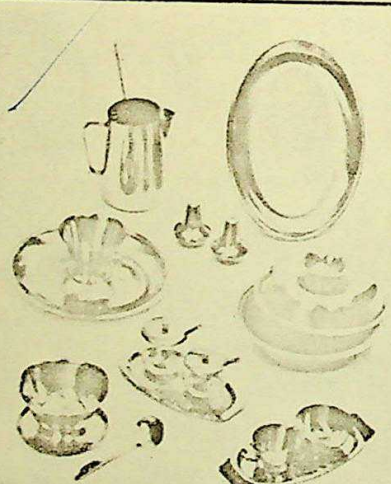
BASKETBALL

Salesmen are assigned to names of professional basketball teams. Certain sales made permit the salesman to add players to his team. Records are kept of all games played by the teams and the salesman gets credit for the box score made by the players he has on his team. Thus, one salesman's team might lose, but he would win because his players scored more points than others who were not represented as players on the teams of the other salesmen.

STOCK MARKET

Imitation stock certificates of $100 par value are given to all salesmen. Automatically the value is lowered one point a day for the 100 days of the contest . . . unless the salesman stops the market decline by meeting a certain sales quota. When a salesman exceeds his quota a point or two is added to the value of the stock's latest figure.

When the contest is over, the salesmen are given legitimate stock representing the value of their certificates. The salesmen will be more apt to keep the certificate than to cash it in and spend the



NEWS FOR THE SPRING SHOWS:

This year we are introducing our most comprehensive selection of STAINLESS STEEL HOLLOWARE. An assortment in all price ranges.

New CORK HOT PLATES from Sweden

A large variety of Swedish TEAK TRAYS at reasonable prices.

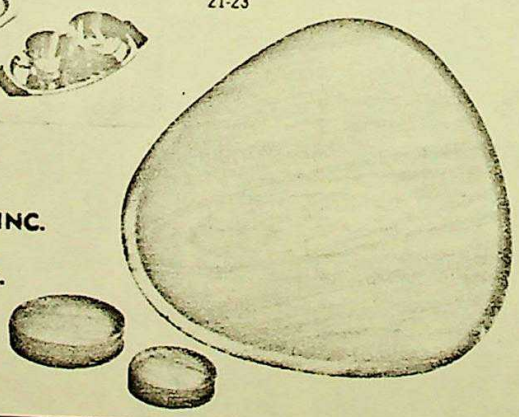
Hand engraved Swedish CRYSTAL VASES

See our entire line at:

Atlanta Gift Show, January 16-19
Chicago Gift Show-La Salle, Room 511
New York—225 Fifth Ave and Trade Show Bldg. Space 204
Boston Gift Show—Statler Hotel Booths 21-23

HANSON
STAINLESS STEEL, INC.
10 Grafton St.
Worcester, Mass.

CATALOG ON REQUEST



TS 2301 N5A2

D7/554.2

A TRAY IS A TRAY....

T'S A

Oct. 15, 1971

Institutions/ Volume Feeding

OCT 15, 1971

~~D7/37~~

Camtrays are not the average run of trays. Their durable, long life is the result of 20 years experience in the design and manufacture of high-quality, molded fiber glass serving trays! As the leader in this field, Cambro is able to offer better quality, more variety, and faster shipment of Camtrays to the buyer. No other manufacturer can offer the more than 85 standard colors, patterns and designs. Camtrays are available in 31 different shapes and sizes. Long-wearing fiber glass Camtrays are easily your best tray buy!

p.155

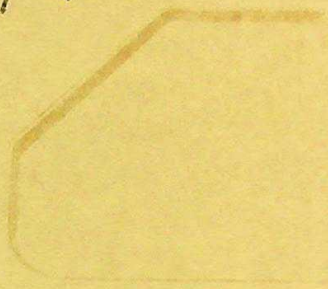
Personalization is a Cambro specialty

HERE'S WHY CAMTRAYS ARE BEST

- High-quality, service-proven fiber glass resists heat, water and detergents
- Aluminum-reinforced edges withstand impact, add strength, prevents warping, without edge splitting
- Exclusive Dri-Stak separators allow air circulation, quick drying, and reduces replacement cost
- Camtrays are offered in many shapes and sizes, rectangular, round, oval and trapezoid shapes

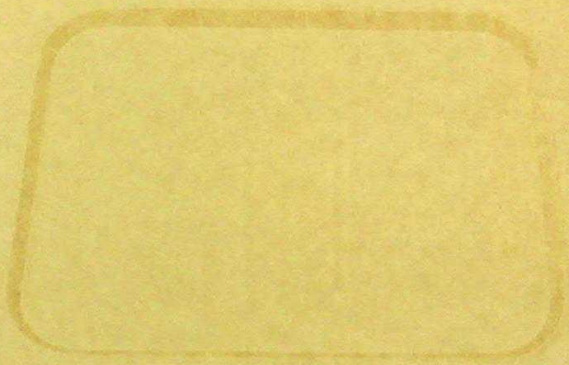
23 exciting standard colors

Your tray dollars go further



TRAPEZOID

OVAL



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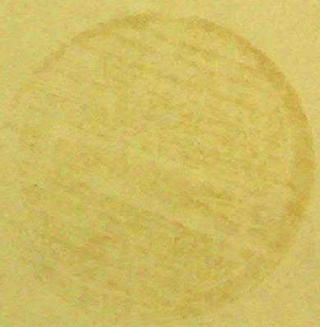


ROUND

Cambro's unique capability of 15,000 trays per day, together with their large inventory, assures you of immediate shipment on all standard Camtray orders! Prompt service is available on personalized and special orders. You simply cannot buy better than Camtrays — so buy the best for your money!

P.O. Box 2000, Huntington Beach, California 92647

CIRCLE 152 ON READER-SERVICE CARD

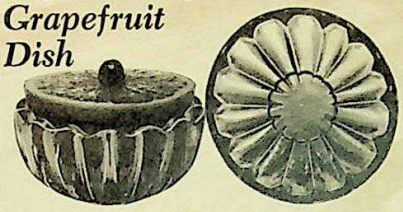
D7/554.2

Nov., 1973
p. 72
"GOURMET"

Nov., 1973 "GOURMET"

Veddy British

Crystal "Grip-Fruit," Grapefruit Dish



Inner ribs hold the fruit snugly. Will be the talk of your table. $6.95 a pair boxed. Postage. .75.

For Avocado Aficionados

Crystal avocado dishes and matching vinaigrette sauce servers. Pair of dishes, $7.95. Postage .75. Sauce boats, $3.50 a pair. Postage .50.

ITEMS IMPORTED FROM ENGLAND
Conn. res. add 6½% sales tax.

Send 25¢ for 32-pg. catalog

CONNOISSEUR IMPORTS
Dept. GO-11 P.O. Box 22
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YOUR FIRST TASTE

page 72

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What such figu
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D7-554.2

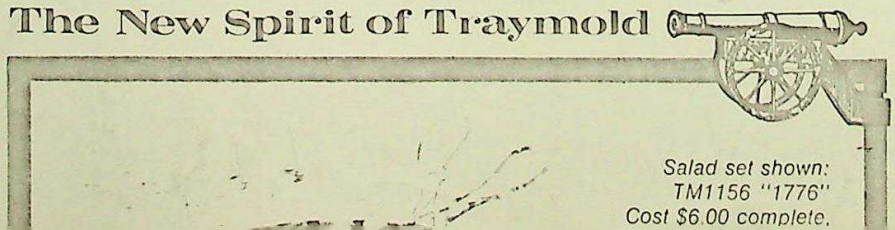
p. 18 GIFT & TABLEWARE REPORTER DEC. 1973

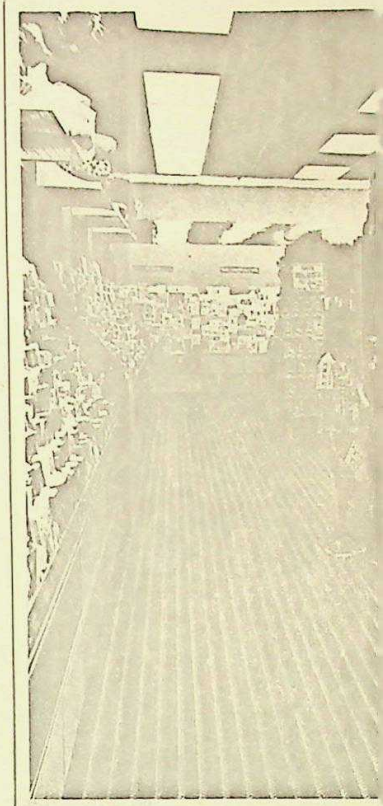
NEW PRODUCTS O MORE NEWS O MORE OFTEN

The striking look of
mid-seventies 18/8 Danish
stainless from Svend Jensen
is calculated to win strong volume
at sensible retail price points.
Shown here, part of the
Erica grouping. Write for
full-color catalogue.
Svend Jensen
of Denmark
1010 Boston Post Road, Rye, N.Y. 10580

"1776"

The New Spirit of Traymold





THEMED lines (right) are displayed
Fifth Avenue Cards offers cards fron

Card shop

(continued from page 16)

own salary), insurance, tax
the 5% franchise fee."

It takes an impressive tra
bring in comparable gross
"All our stores are in sh
centers. And all the new ones
enclosed malls. The high traf
ters." The roster of shoppi
ters for Fifth Avenue Card Sh
tests to pull-power that the c
tion has among the developer

Company owned, or li
stores are to be found now
big-timers as Walt Whitma
Long Island, N.Y.; Moor
Mall, N.J.; Midway Mall,
Fla.; Winter Haven Mall,
West End Mall, Atlanta;
Plaza, Middletown, N.Y.;
way Mall, Albany, N.Y.; a
due soon in Staten Island
N.Y.; Waterside Plaza, W
ton, D.C.; and Lakeland Ma
The outlets fall in somewh
tween 3,000 and 4,000 sq. ft.
"A supermarket for g
cards," is the way Cohen put

The high frequency rate
Florida and the Southeast's
have among Fifth Avenu
Shops openings is explained.

"Florida is where they (th
choices) all want to go. And

D7554.2

GIFTS & TABLEWARE P.1

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P.1
GIFTS & TABLEWARE
AUGUST, 1978

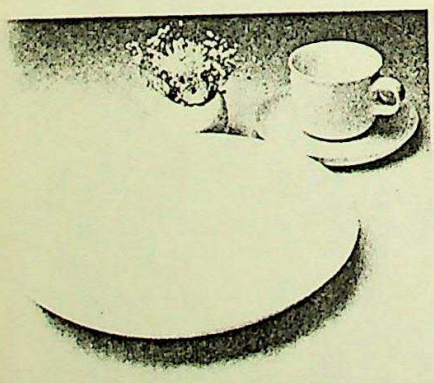
1814
HUTSCHENREUTHER
GERMANY

TAVOLA

The Soft Line

Feeling, Form and Function

Natural...unaffected ...delicate...an experience just to touch, that's TAVOLA. The total porcelain concept that answers today's popular dining styles from the service of a single gourmet specialty to the most elaborate dinner. Over sixty uniquely designed items are available in open stock.



Designed by Wolf Karnagel

Write for our brochure.

HUTSCHENREUTHER CORPORATION
100 Shaw Road North Branford, Conn. 06471
(203) 484-0424

Copies in D7/9
D7/29

Cambro's Personalized Camtrays

Accentuate the Positive

MARCH, 1979 P. 82 INSTITUTIONS

The perfect way to emphasize the identity and personality of your foodservice operation.

Cambro's Personalized Camtrays give an extra dimension to your service when you have your logo, trademark or special design permanently molded-in the tray. It's the positive way to stimulate good customer and employee relations.

Best of all, Cambro will personalize your Camtray at NO charge on minimum orders. Whatever your decor or prevailing spirit of your service, there's a Camtray design, pattern, color or size to meet your individual requirement.

D7/554.2

ormation, see your dealer or write Cambro.

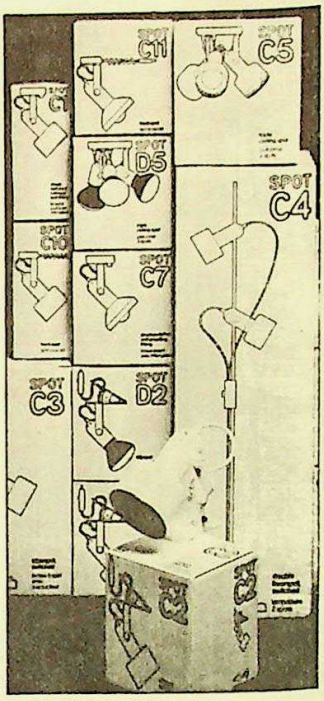
CAMBRO

Huntington Beach, California 92647 • Telephone (714) 848-1555

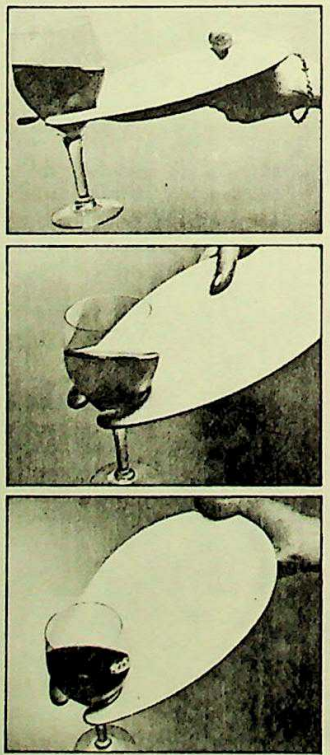
For information circle 42

D7-5543 DECEMBER, 1982
DESIGN 408
p. 28

SWING A CAT
The Hi-Flyer (450 mm × 450 mm × 540 mm) designed by Catac Products in conjunction with Ekco Plastics is of injection moulded co-polymer-polypropylene with a smooth finish. At 2.6kg it is good for transporting small animals by air as well as to the local vet (and it is built to International Air Transport Association standards). Price: around £17.

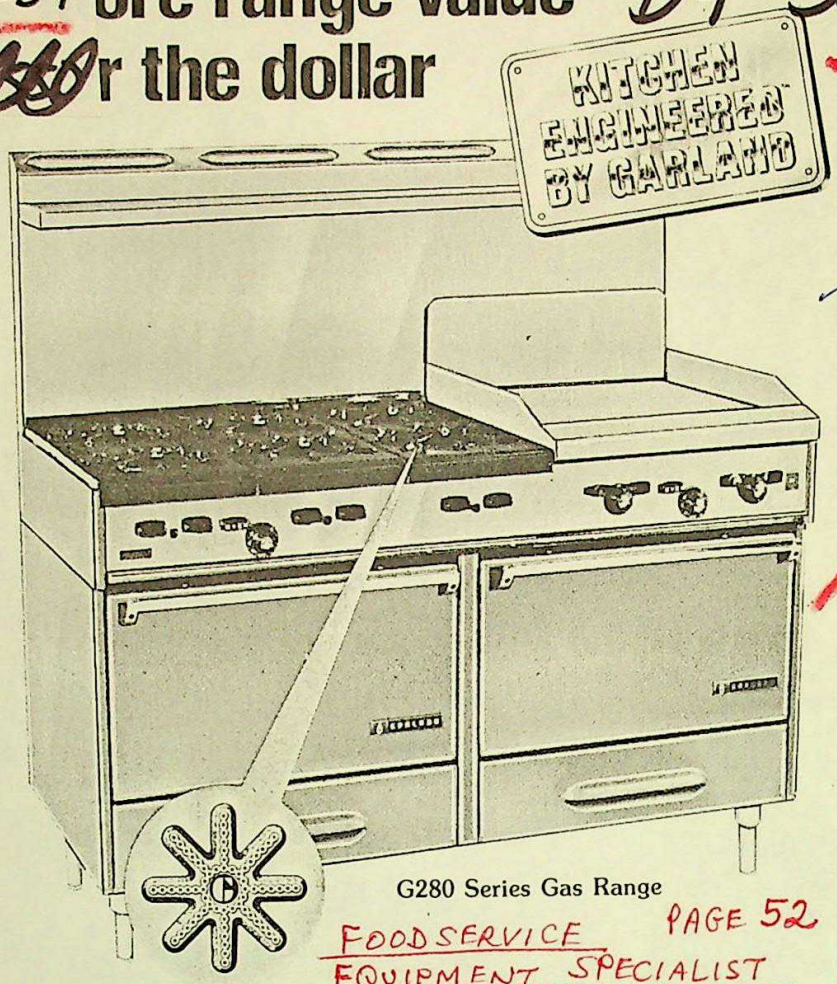


LIGHT BOXES
The spotlights that MD Lighting supplied exclusively to Habitat in boxes designed by Taylor Grunfeld did so well that the range has been extended and a range of co-ordinated outdoor lighting added, again in the TG packaging with the neat numbering system, used because of the way that fittings can be combined.



BUFFETED BY FORTUNE
Can this be it – the solution to the buffet table tangle where the hungry try to wield glass, fork, pens, even cigarettes, all at the same time? Michael French, the engineer who has designed the Buffet Plate and invested a 'five figure sum' to get it manufactured by Royal Stafford China, certainly hopes so. It is not just any old hole that keeps the glass steady at quite a degree of tilt, it is a very precisely measured hole, made while the unbaked plate is spun.

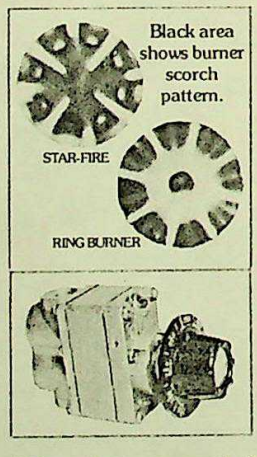
~~D7-37~~ ore range value D7-554.2
~~D7-60~~ r the dollar



G280 Series Gas Range

FOODSERVICE EQUIPMENT SPECIALIST PAGE 52

GARLAND helps beat the high cost of doing business with this top-performing, competitively priced G280 Series Gas Range. It's kitchen-engineered for productive, profitable foodservice with quality features like these:



Star-Fire Burners concentrate heat where it's needed . . . provide unmatched, intense even heat . . . use up to 24% less energy than ring burners.

The snap-throttle heat control, industry's standard on hotel and institutional ranges for over 30 years, is now exclusive as standard equipment on GARLAND's G280 range line. Selected because it's more durable, improves performance, maintains true 150° holding temperature while using less gas.

Other features include all-porcelain oven interior . . . chrome-steel (NSF Approved) adjustable legs . . . strong adjustable oven door designed to take a beating . . . double-walled back shelf, easily cleaned. Of the many available models, there's one that meets your specific need.

Garland Commercial Industries, Inc.
185 East South Street
Freeland, PA 18224
Subsidiary of Welbilt Corporation

GARLAND

GARLAND IS WORLDWIDE

For information circle 39

PRODUCTS

'Basketweave' Tray Really China

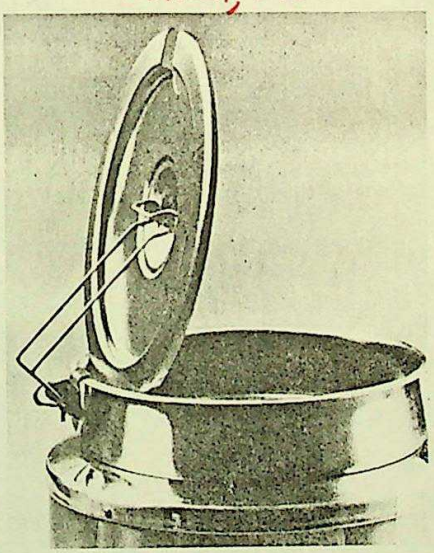
This new oval serving tray is named Basketweave for its "woven" exterior texture. It's made of china — available in more than 53 of the maker's own colors — and measures 9¼ in. long, 6⅛ in. wide and 1⁹⁄₁₆ in. deep.

The Hall China Co. **(347)**

What To Do With A Hot Lid

Use this flip-top cover hinge on round vegetable insets, suggests this manufacturer. The stainless, dishwasher-safe hinge quickly clips each lid in place on its inset, and thus speeds service, improves food holding and eliminates burned fingers. Available for 6½ in. (4 qt.), 8½ in. (7 qt.) and 10½ in. (11 qt.) insets.

Medalie Div., Industrial Design & Engineering Assocs. MARCH, 1983 **(334)**



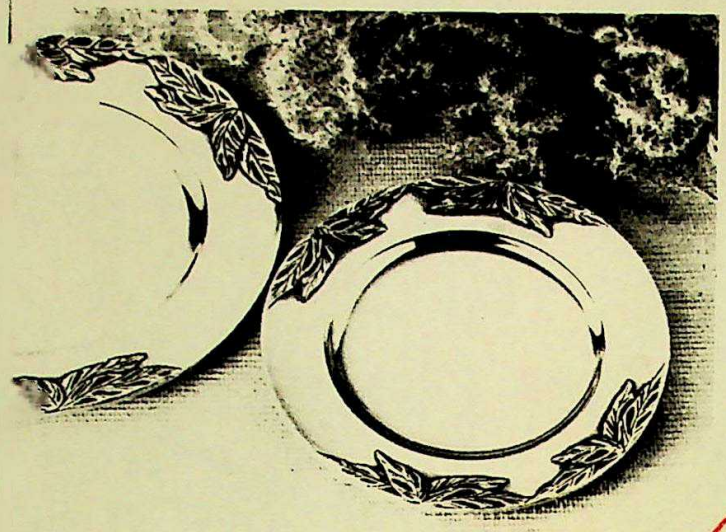
'Dual Saver' Saves Twice

On space and energy, that is. The RDT 2-43 DUT Dual Saver unit is two-thirds refrigerator and one-third freezer, but only 48 in. wide. It has no interior coils or bottom-mounted condensate evaporator, allowing full interior usage. Cold wall construction in the freezer section allows significant energy savings, says the maker.

Traulsen & Co., Inc. **(322)**

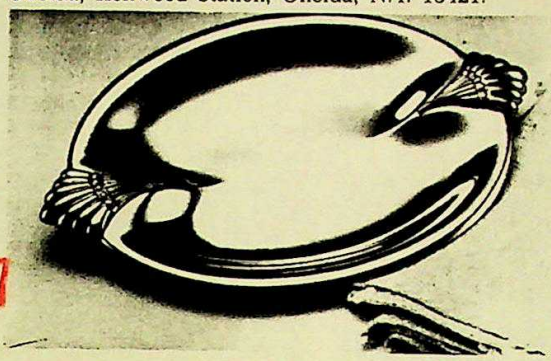
Product claims are taken from the manufacturers' statements and should not be considered editorial endorsements.

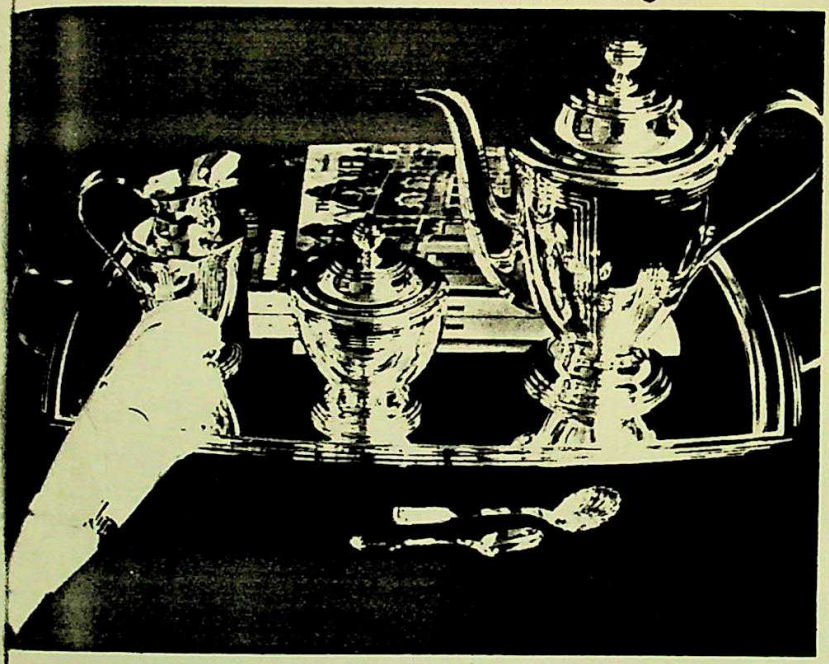
D 7[redacted]554.2 GIFTS & DECORATIVE ACCESSORIES
JANUARY, 1986



◄**Sylvan plates** feature natural forms on Armetale metal. $15-$25 retail. Designed by Bruce Fox for Wilton Armetale, 18th & Franklin Sts., Columbia, Pa. 17512.

18/8 stainless and 24-kt. gold electroplated oval bonbon dish in the Kingswood pattern. 10 in., $22.50. Oneida, Kenwood Station, Oneida, N.Y. 13421.





Art Deco silverplated coffee set includes coffee server, creamer, sugar and tray. Beautifully crafted in Italy. $1,350. Ricci, 41 Madison Ave., New York 10010.

LaGalleria tarnish-resistant silverplated wine cooler has gold accents. Gift-boxed, $200 retail. WMF of America, 85 Price Pkwy., Farmingdale, N.Y. 11735.

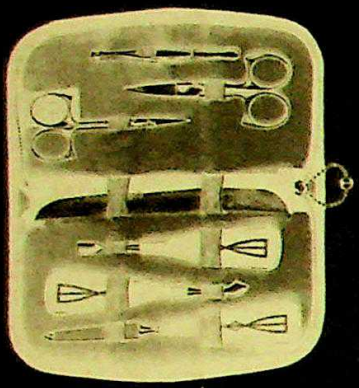
Brass complements stainless in elegant contemporary hostess knife, cheese plate, cake server and ice tongs. $20 each retail, gift boxed. Dansk, Mt. Kisco, N.Y. 10549.

G&DA
P113
1186

XR in D7/142 cake server

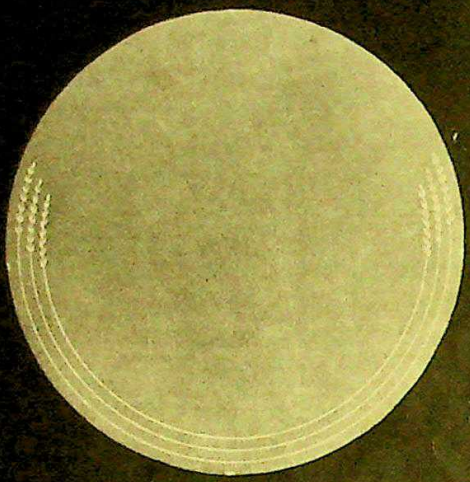
D7-554.3 Page 17 - Premium Practice January 1938

DIRECT PREMIUM AND COUPON SYSTEM PANORAMA

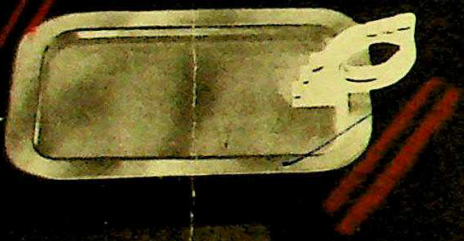


Manicure sets have always been popular premiums. The one at the left is fitted with quality items, leather-cased, fitted with zipper fastener. It is low in price

Mirrors have graduated from their original use, taking on decorative features, as the one illustrated indicates. They are consequently well favored premiums

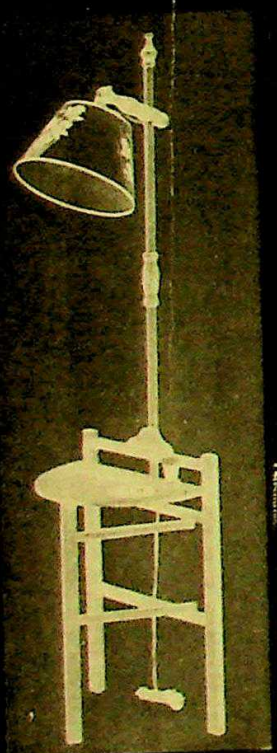


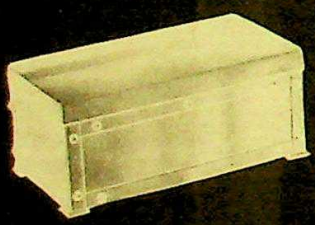
Housewives always enjoy premiums of distinction not everywhere available, which makes this chromium tray with its black handle so highly prized



The three-piece child's set shown below has become a most popular premium. The decorations attract kiddies and add zest to eating. They come packed for safe shipment and the price makes their widest use most feasible

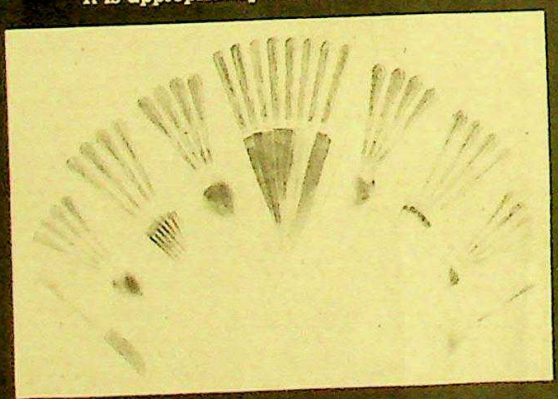
The popularity of the 26-piece silver services has resulted in the production of a new pattern by one of the leading manufacturers. It is appropriately called the Cathedral pattern





Pirates' chests in our days hold cigarettes, a hundred of them. They are made in a polished chrome or in lacquered brass finish and lined in rose wood. They make wanted premiums

The wonder is that until now premium users could not offer such a sensible combination as this end table with bridge lamp. Is shipped knocked down; in walnut, white or maple



RETURN TO
DESIGN DIV.

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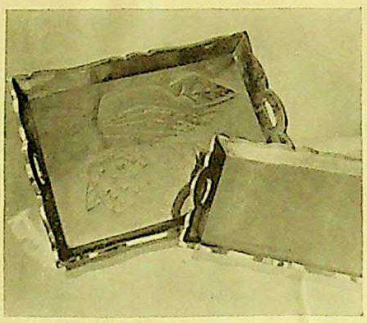
DESIGN DIV.

D7-554.3

Page 130
"Vogue of Dec. 1, 1939.



The heavy-looking silver trays are in reality wooden ones covered with tin, and very light to carry. For the flowered one, around $5.50; smaller plain one, $3.50; postpaid. Or buy them with Mexican designs. Old Mexico Shop, Santa Fe, New Mexico.

In Beatrice Meyer's collection of dinner and theatre dresses, you're sure to find something both calm and outstanding. You've probably already planned your really gala dress, but consider for a long career a dark blue-green Celanese crêpe dress, shirred at the waist and crossed at the bosom in paler blue-green, with a wine wool jacket. About $50; 51 East Fifty-Eighth Street.

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D7-000 554.3 GIFTWARES

MARCH 1961

p. 12 (top)

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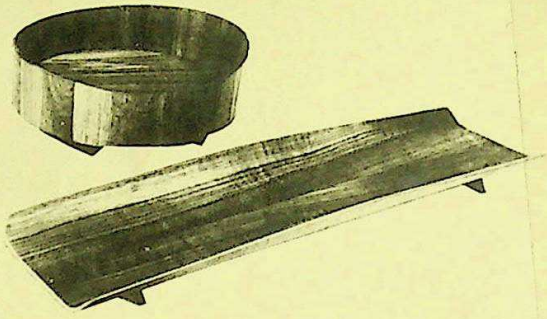

Bangkok teak servers fashioned in Italy are $22.50 for bowl, $10 for 26" server. Imported by Maison Gourmet, 1170 Broadway, N. Y.

D7-550
GOLDSCHMIEDE-ZEITUNG
EUROPEAN JEWELER
JULY, 1966 p. 703

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11

Erhard & Söhne, GmbH

Eisford, Metallmantel versilbert oder verchromt, Raucherg[illegible] „Holbein", Ausführung messing-poliert oder Nickelgold, Rauch- und Tafelleuchter, deren Mechanismus Kerzen verschiedener Stärke festhält

7 **Gebrüder Deyhle**

Dosen in Bleikristall mit Silberdeckel

[illegible]

[illegible]tene, Silber vergoldet, Griffe Palisanderholz
[illegible]tur, Silber, Kännchen innen vergoldet,
[illegible]lingsilber, vergoldet, mit Bergkristallen
[illegible] E. Vogelmann

[illegible] **& Co., Winterbach**

[illegible]artikel in Silber versilbert, Wappen emailliert

Silber aus Schwäbisch Gmünd

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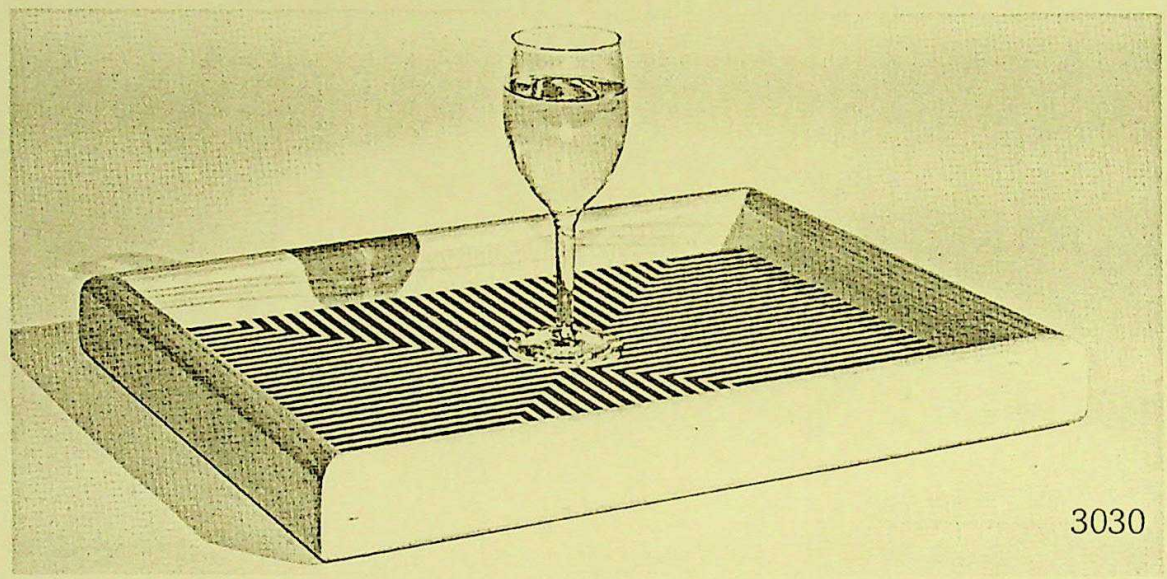
MA-LECK CATALOGUE (1980)
P. 9

The Woodland Collection



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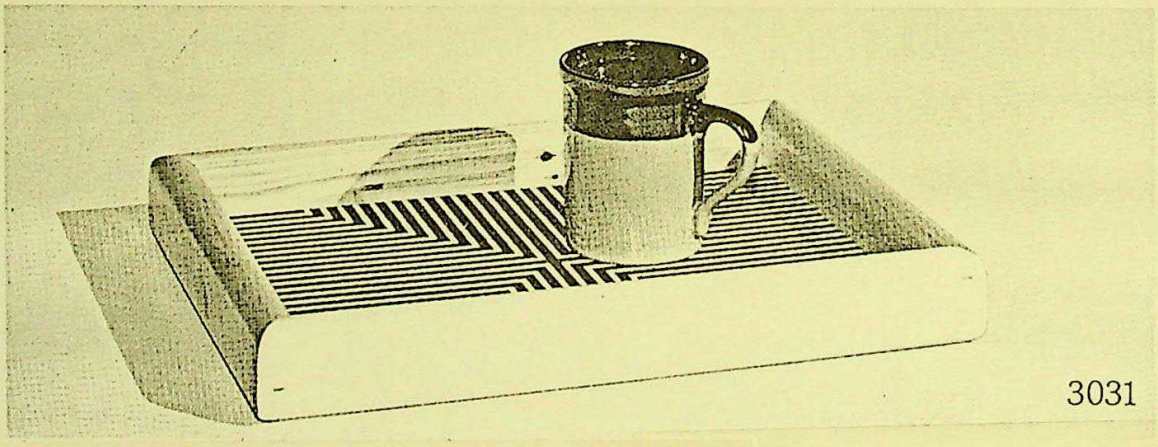

3031

PATENT SPECIFICATION

Application Date: April 1, 1936. No. 9642/36. **472,554**

Complete Specification Left: April 1, 1937.

Complete Specification Accepted: Sept. 27, 1937.

PROVISIONAL SPECIFICATION

Improvements in or relating to Trays and the like

We, CHARLES KEYSER, BYRON KEYSER and MEYER KEYSER, all British Subjects, of Century House, Power Road, Chiswick, in the County of London, W.4, do hereby declare the nature of this invention to be as follows:—

This invention relates to improvements in trays or the like and particularly to trays of the type provided with an upstanding edge rim.

In trays of this type particularly of round, oval or other curved shape it is usual to build the rim round the edge of the tray by means of a number of overlapping thin wood strips and to secure these strips by glue and/or nails to the vertical edge on the base of the tray so that the rim forms an upstanding surround for the tray.

The object of the present invention is to provide a method of manufacture which will enable trays of this type to be more cheaply and easily manufactured and more serviceable in use.

With this and other objects in view the invention consists in forming around the edge of the tray a groove or the like, of a convenient depth in which is adapted to be partly inserted a strip or strips of ply or other wood so as to provide an upstanding edge of the desired height.

The invention further consists in the employment of one or more edge strips, the abutting ends being curved or cut away so as to avoid the ends having an unsightly abutment. Alternatively the abutting ends may be squared and fitted with a metal cover plate or the like.

According to one form of this invention when it is desired to provide a tray of, for instance, substantially bean shape with an edge rim, the shaped base of wood such as plywood is formed adjacent to its edge with a groove of any convenient width and depth. Within this groove preferably of square shape in section is inserted the edge of a strip or strips of wood such as plywood. The strip or strips may be of any convenient width so as to provide an edge rim of any desired height. It will be seen that the strips can be readily positioned and glued or otherwise secured in the groove to form an upstanding edge rim which will be strong and secure. The abutting ends of the rim strip or strips are preferably cut away or curved so as to provide a curved shaped opening or gap between the ends of the strips. Such curved shaped opening or openings will avoid an unsightly or uneven abutment of the ends and will facilitate the cleaning of the interior of the tray. Obviously the curved shaped gap or gaps will permit of the ready emptying of crumbs from the tray as such crumbs can be readily brushed through the opening or openings.

In an alternative construction the ends of the strip or strips may be butted together and the butt joint or joints covered by, for instance, a plate of metal such as chromium steel or any other metal. Each plate is preferably of U-shape so as to grip the butting ends. The plates may be of any convenient width or ornamented to enhance their appearance. It will be seen that we have provided an improved method of manufacturing round, curved or oval trays having an edge rim. The trays constructed according to this invention can be cheaply manufactured as delicate fitting and shaping of the base and rim will be avoided. Although the invention is described in connection with a tray it will be understood that it may be applied to tray-like table tops or the like.

Dated this 1st day of April, 1936.

J. S. WITHERS & SPOONER,
Chartered Patent Agents,
Staple House,
51 & 52, Chancery Lane, London,
Agents for the Applicants.

COMPLETE SPECIFICATION

Improvements in or relating to Trays and the like

We, CHARLES KEYSER, BYRON KEYSER and MEYER KEYSER, all British Subjects, of Century House, Power Road, Chiswick, in the County of London, W.4, do hereby declare the nature of this invention and in what manner the same is to be per-

[Price 1/-]

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PLETE SPECIFICATION 1 SHEET

[This Drawing is a reproduction of the Original on a reduced scale.]

Fig. 1.

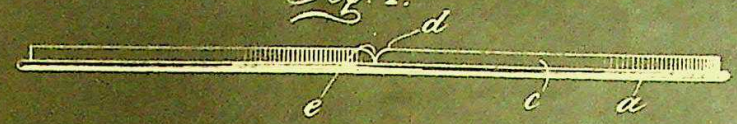


Fig. 2.

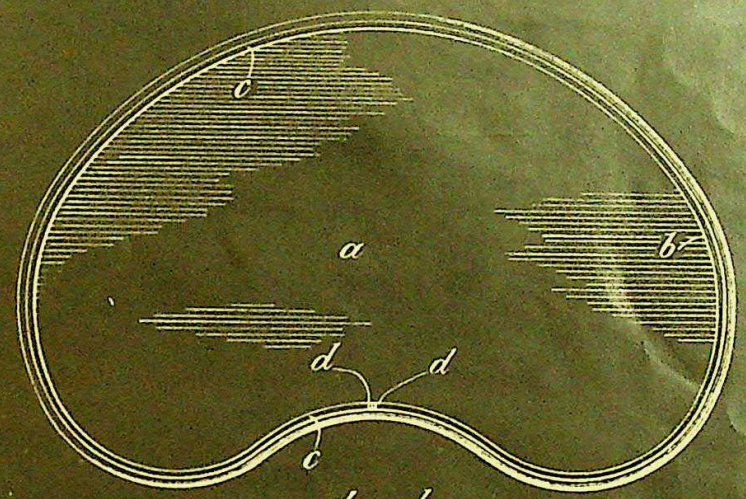


Fig. 3.

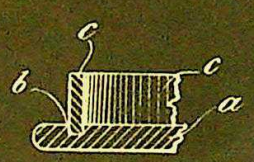


Fig. 4.

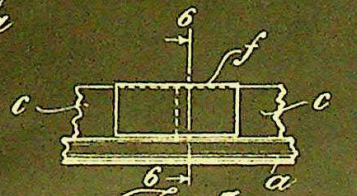


Fig. 5.

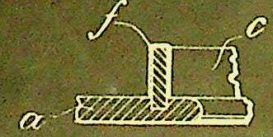
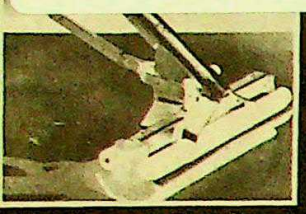


Fig. 6.

Malby & Sons, Photo-Lith.

FRESH FROM THE HOUSEWARES FACTORIES: MONTHLY MARKET SURVEY—I

D7/554.4



Modern Houseware Distr. Co.

House Cleaning Tool

Distributor: Modern Houseware Distributing Co., 1265 Broadway, New York.
Selling Slants: Three "B" Kleener scrubs, mops and cleans floors; washes walls; dusts floors; freshens carpets; cleans wall paper; acts as wax applier and dustless broom. Is light, has replaceable rubber head and automatic self-wringer.
Retail Price: $2.
HOUSE FURNISHING REVIEW (Housewares)

Individual Casserole Sets

Made by: Great Northern Products Co., 1150 Broadway, New York.
Selling Slants: French type individual service casseroles come with covers. Made in 3 colors, 10-ounce size.
Retail Price: Approx. 3 for $1.
HOUSE FURNISHING REVIEW (Housewares)

Ready-Mix Cleaner

Made by: Wallene Chemical Mfg. Co., Cleveland.
Selling Slants: "Wallene" is new liquid cleaner for paint, walls and woodwork. Requires no mixing, comes ready to use.
HOUSE FURNISHING REVIEW (Honsewares)

Aluminum Plates & Trays

Made by: Kensington, Inc., New Kensington, Pa.
Selling Slants: "Irvington" bread tray shows restrained modern design, blends with finest table silver, 13"x6". New shell canape plate in distinctive design is slightly dished in contour, 10" diameter. "Claridge" canape plate, 10" diameter, is plain; beautiful when engraved.
Retail Prices: $3.75, $4, $3.75.
HOUSE FURNISHING REVIEW (Housewares)

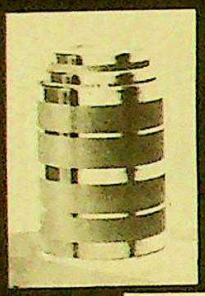
Kensington, Inc.

Serrated Edge Kitchen Knife

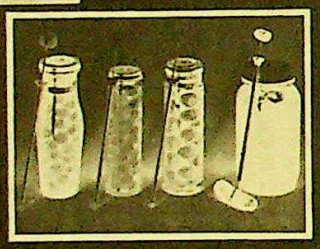
Made by: Robinson Knife Co., Springe, N. Y.
Selling Slants: "Kitchenife" has serrated e, Catalin handle. Made for general hen use with three-way cutting e. Comes mounted on display card.
Retail Price: 20c.
HOUSE FURNISHING REVIEW (Housewares)

Space-Saving Baskets

Made by: Morton A. Netter, 1017 N. Front St., Philadelphia.
Selling Slants: Three metal baskets nested as one to cut storage space. Smart prints, modern effects and hand-painted designs on 15 baked enamel background colors. Baskets are footed, individually Cellophane wrapped, in round or oval styles.
Retail Price: About $1.
HOUSE FURNISHING REVIEW (Housewares)



Left: Morton A. Netter
Below: Alfa Co.

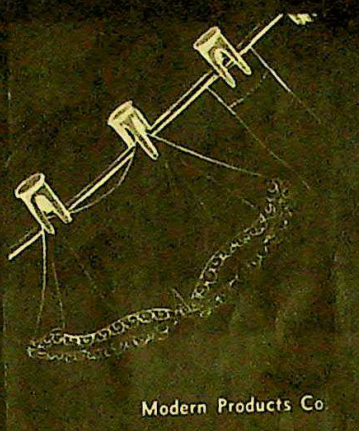


Pickle & Olive Extractor

Made by: Alfa Co., 510 E. 16th St., New York.
Selling Slants: Deluxe picker is used for extracting cherries, onions, olives or pickles from glass jars with narrow necks. Consists of aluminum tube with plunger top and claws at bottom. Pressure on plunger ejects and opens prongs of claw which grasp food. Tops are trimmed with miniature Catalin cherry, onion, olive or pickle in natural color and shape.
Retail Price: 50c.
HOUSE FURNISHING REVIEW (Housewares)

"Filtex" Filter Papers

Made by: Tricolator Co., 1150 B'way, New York.
Selling Slants: "Filtex" filter papers for use with vacuum coffee making devices as a substitute for filter clothes are now made in packages of 20, 120, 300, and 800 sheets to retail respectively at 10c, 50c, $1.00 and $2.40. "Hole-In-One" Filtex, designed for use with glass or metal filter rod also available in different size packages. Special dealer sets made.
HOUSE FURNISHING REVIEW (Housewares)



Modern Products Co.

3-Prong Plastic Clothes Pins

Made by: Modern Products Co., 10 S. LaSalle St., Chicago.
Selling Slants: New three-prong clothes and lock pins are made of plastic. Shown on "Moda" indoor clothes line. Pins won award in recent plastics contest.
HOUSE FURNISHING REVIEW (Housewares)

Grater and Shredder

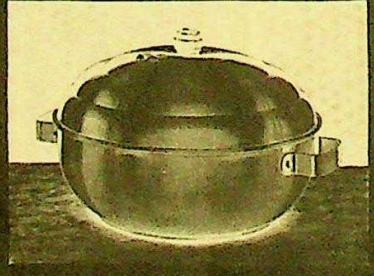
Made by: Stomar Mfg. Co., 25th & Locust St., Philadelphia.
Selling Slants: Combination unit shreds and grates and may also be used for dicing cooked vegetables. New construction eliminates ragged edges.
Retail Price: 39c.
HOUSE FURNISHING REVIEW (Housewares)

Sweeping Set

Made by: Patent Novelty Co., Fulton, Ill.
Selling Slants: Dust pan sweeping set (No. 61) consists of long handled floor brush and dust pan. Handles of brush and pan are 24" long, finished in green, blue, ivory or red; handles for ivory pans are green. Especially useful on linoleum covered kitchen floors.
Retail Price: $1.
HOUSE FURNISHING REVIEW (Housewares)

Aluminum Hot Biscuit Server

Made by: Aluminum Goods Mfg. Co., Manitowoc, Wisc.
Selling Slants: Finished in spun-ray finish, biscuit server is equipped with walnut-finished wood knob and sturdy wire basket. Foods can be crisped or freshened by opening or closing air vent in cover. Lower shell may be used as fruit or salad bowl, candy dish, etc.
Retail Price: $1.00.
HOUSE FURNISHING REVIEW (Housewares)



Aluminum Goods Mfg. Co.

(Continued on page 48)

D7/554.4

FRANCE
PAT. # 924,202
JULY 30, 1947

N° 924.202 M. Stuart et M

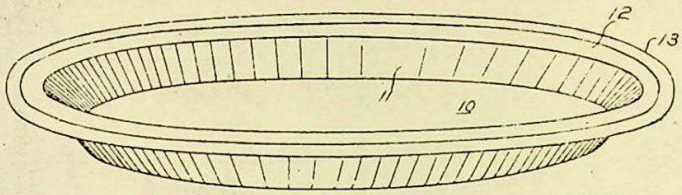
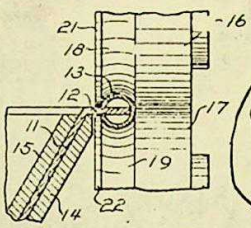


Fig. 2 Fig. 1



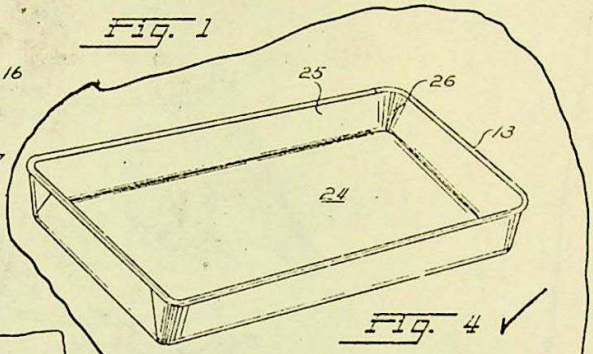


Fig. 4 ✓

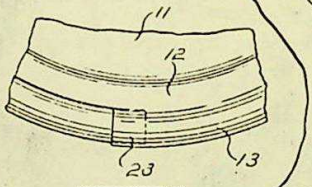


Fig. 3

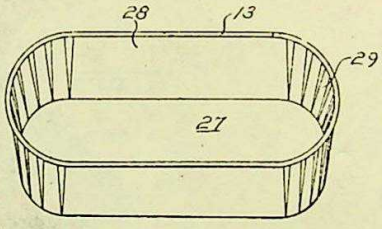


Fig. 5 ✓

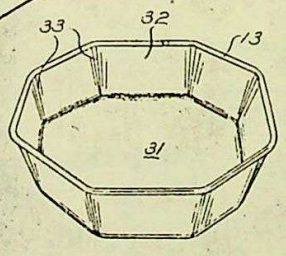


Fig. 6 ✓

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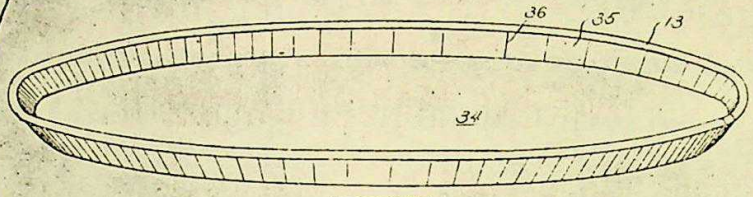

Fig. 7

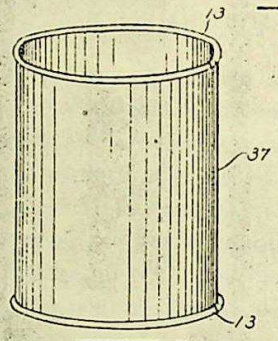

Fig. 8

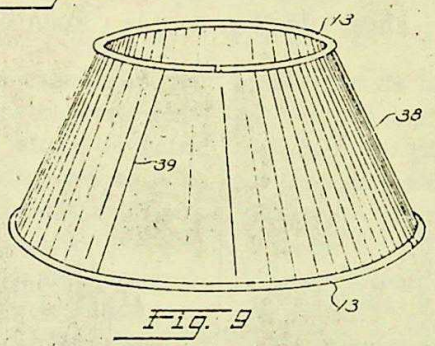

Fig. 9

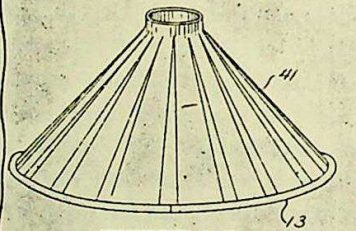

Fig. 10

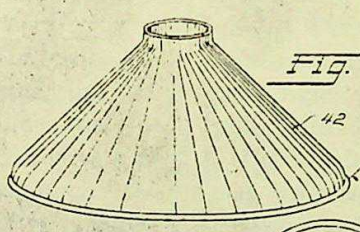

Fig. 11

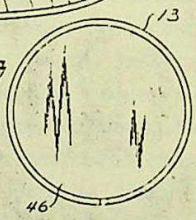

Fig. 13

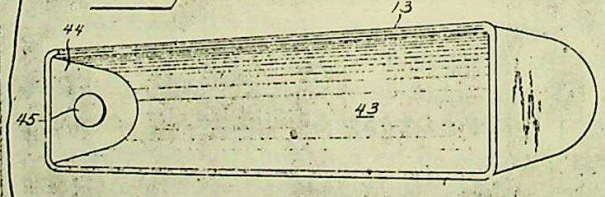

Fig. 12

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MINISTÈRE DE LA PRODUCTION INDUSTRIELLE.

SERVICE DE LA PROPRIÉTÉ INDUSTRIELLE.

EXAMINÉ
DIV.

BREVET D'INVENTION.

Gr. 20. — Cl. 4. N° 924.202

Bordure pour articles divers et articles munis de cette bordure.

M. Kimberly STUART et Mme STUART, née Elizabeth Robinson BAUMAN résidant aux États-Unis d'Amérique.

Demandé le 20 février 1946, à 15h 27m, à Paris.
Délivré le 3 mars 1947. — Publié le 30 juillet 1947.

La présente invention se rapporte à un mode de construction de bords renforcés pour récipients et autres objets ou articles de toutes formes et de tous genres et elle concerne plus spécialement des bandes ou bordures de renforcement des bords desdits objets.

L'utilisation de bordures de renforcement en métal pour récipients fibreux ou analogues est généralement connue aujourd'hui dans la technique. La présente invention concerne surtout des perfectionnements à de telles bordures et elle a pour but de réaliser une économie considérable dans la quantité de matière employée dans de telles bordures dans la façon dont ces bordures sont appliquées.

L'un des buts essentiels de la présente invention est de réaliser une nouvelle disposition de bordure dans laquelle une bande d'un matériau rigide comprenant la quantité minimum dudit matériau est agrafé à demeure le long du bord de l'article bordé sans l'aide de moyens de fixation additionnels.

Un autre but de l'invention est de réaliser une nouvelle disposition de bordure renforcée pour le bord d'un objet ou pièce analogue qui comprend une bande ou autre élément de bordure, étroit, relativement long s'étendant le long de la périphérie dudit objet et replie transversalement de façon à entourer ledit bord avec ses faces latérales opposées en pinçant l'article de chaque côté de son bord. En particulier, la bande bordante est comprimée de manière à présenter une section transversale de forme générale circulaire ou en forme de C au moyen d'un mécanisme à border pendant qu'on la fixe le long du bord de l'objet à border.

D'autres buts de l'invention sont de réaliser :

Un nouveau réceptable, récipient ou autre qui est d'un poids léger et relativement peu coûteux à fabriquer, mais qui est suffisamment rigide pour résister à des manipulations rudes sans distorsion appréciable;

Un article léger, tel qu'une assiette, un plat, un récipient quelconque, etc., ayant un nouveau type de bordure métallique de renforcement, cette bordure étant réalisée de façon à employer le minimum de métal ou autre matériau d'où il résulte une économie de fabrication et un objet fini de faible poids.

Dans sa forme particulière de réalisation, les bords latéraux opposés de la bordure sont pliés autour du bord de l'objet de manière à pincer ledit bord sur ses côtés opposés et les extrémités opposées de la bordure se recouvrent en s'agrafant solidement.

Les objets à border peuvent avoir des formes et des dimensions quelconques et leur périphérie peut s'étendre en lignes courbes, en lignes droites, ou les deux à la fois.

D'autres caractéristiques de l'invention ré-

Prix du fascicule : 15 francs.

sulteront de la description qui va suivre. Au dessin annexé, donné uniquement à titre d'exemple :

La fig. 1 est une vue en perspective d'un plat bordé en matière en feuille muni d'une bordure selon l'invention;

La fig. 2 est une vue partielle en coupe d'une forme préférée d'un mécanisme d'application de la bordure pour fabriquer des articles bordés suivant l'invention;

La fig. 3 est une vue partielle en plan de l'article bordé de la fig. 1 montrant le recouvrement des extrémités opposées de la bordure ;

Les fig. 4, 5, 6 et 7 sont des vues en perspective de récipients ayant des périphéries de formes différentes et auxquels le nouveau dispositif de bordure suivant l'invention est appliqué; ces récipients sont représentés en différentes formes pour mieux faire ressortir l'étendue de l'invention;

La fig. 8 montre le nouveau dispositif de bordure appliqué aux extrémités opposées d'un tube;

La fig. 9 montre le nouveau dispositif de bordure appliqué aux extrémités opposées d'un article de forme tronconique, tel qu'un abat-jour;

Les fig. 10 et 11 représentent la bordure appliquée à des articles plissés ou non plissés, tels que des réflecteurs de lampe;

La fig. 12 montre la bordure appliquée à un réflecteur en forme d'auget du modèle de lampe de bureau, et

La fig. 13 montre la bordure appliquée à un objet plat tel qu'une plaque d'amiante ordinaire employée pour la cuisine.

En se référant aux fig. 1 et 2, un récipient 10 ayant des parois latérales inclinées 11 et un rebord périphérique s'étendant vers l'extérieur 12 est pourvu d'une bordure 13 s'étendant tout le long de la périphérie du rebord 12. Le récipient 10 est, de préférence, exécuté avec une simple feuille de carton, de papier, de plaque fibreuse ou de quelque autre matière fibreuse et il a reçu la forme désirée au moyen d'un poinçon approprié. La matière en excès qui s'est poduite au cours de l'opération de formage est recueillie au moyen de plis dans les parois latérales inclinées 11 du récipient 10 qui peut servir d'assiette à pâté.

La bordure 13 comporte de préférence une bande étroite, relativement longue en matière relativement rigide qui est de préférence plus dure que la matière du rebord 12. La bande 13 consiste de préférence en une feuille métallique mince, en acier ou autre métal.

Une partie d'un mécanisme préféré pour fixer la bordure 13 autour de rebord 12 est représentée sur la fig. 2. Après avoir été mis sous la forme appropriée, le récipient 10 est placé sur un mandrin convenable 14 pouvant tourner autour d'un axe vertical qui le supporte. Le récipient 10 est maintenu rigidement sur le mandrin 14 par une partie 15 d'un mandrin conjugué convenable s'engageant sur la surface intérieure du récipient. Quand il est fixé en place sur le mandrin 14, son rebord 12 est engagé dans le passage entre des galets de forme, convenablement rainurés, 16 et 17.

La bande 13, de préférence plate ou légèrement déformée au préalable est avancée dans le passage entre les galets rainurés au moyen d'un mécanisme convenable et est disposée dans un plan sensiblement vertical qui est généralement perpendiculaire au rebord 12.

Les surfaces des galets de forme 16 et 17 s'appliquant contre la bande métallique 13 comportent des gorges sensiblement semi-cylindriques 18 et 19, respectivement vers l'intérieur par rapport à la bordure, le rebord 12 est pincé étroitement par des épaulements d'extrémité relativement étroits 21 et 22 des galets.

Comme le montre la fig. 2, quand la bande 13 s'engage dans le passage entre les galets rainurés, elle est pliée transversalement suivant une section droite sensiblement circulaire ou en forme de C, avec ses bords latéraux opposés dirigés et forcés angulairement pour venir pincer les côtés opposés du rebord 12. Dans l'article terminé, les bords latéraux opposés de la bordure 13 sont enfoncés à une certaine distance au-dessous de la surface du matériau dans les côtés opposés du rebord 12. Cette action est facilitée par le fait que la bande est en métal relativement mince et que par suite ses bords latéraux opposés sont des arêtes relativement effilées et mordent facilement dans la matière du rebord.

Par l'action décrite ci-dessus de cintrage, formage et pinçage de la bande 13 non seulement cette bande est fixée sur le rebord 12, mais, en raison du serrage étroit des galets

16 et 17 sur la bande et du pincement par les épaulements 21 et 22, l'ensemble du mandrin 14 est forcé de tourner autour de son axe de rotation de sorte que la bande 13 est progressivement fixée le long de toute la périphérie du bord du récipient 10.

La longueur de la bande 13 peut être prise d'avance égale à la circonférence ou à la longueur de la périphérie de l'article à border. Toutefois, il est préférable de faire la bande 13 un peu plus longue que la périphérie à border de façon que les extrémités opposées de la bande se recouvrent légèrement et forment un joint de recouvrement serré 23 comme le montre la fig. 3. Un recouvrement d'environ 12 mm. a été trouvé satisfaisant pour la fabrication d'assiettes à pâté d'environ 25 cm. de diamètre.

La bordure tubulaire formée par la bande 13, appliquée comme il est décrit ci-dessus, est très rigide et est agrafée au rebord 12 plus solidement au joint 23 où les parties superposées de cette bordure sont emboîtées télescopiquement et serrées ensemble de sorte que le résultat est sensiblement celui d'un collier continu de métal autour du bord entier du récipient.

La feuille dans laquelle est fabriquée le réceptable 10 peut être en toute matière appropriée désirée. Cette matière peut être toute matière fibreuse telle que papier, carton ou autre en feuilles simples ou laminées, elle peut être aussi en matière plastique, composés de caoutchouc, placage, bois, ou plaques laminées et combinaisons de feuilles. En résumé, l'invention n'est pas limitée à une matière particulière quelconque pour l'un ou l'autre article ou pour la bordure et il est seulement nécessaire de s'assurer que la matière choisie convient au but recherché et est apte à être déformée comme il a été décrit.

Les gorges 18 et 19 bien que de préférence semi-circulaires peuvent être de forme elliptique ou de toute autre forme propre à diriger les bords latéraux opposés de la bande 13 sous un angle convenable vers les côtés opposés du rebord pour assurer un pincement de ce dernier.

Dans la variante représentée à la fig. 4, la bande 13 est appliquée à un bac rectangulaire ayant des parois latérales 25 sensiblement verticales. Ce bac est fait de préférence avec une feuille simple, l'excès de matière est ramassé dans les coins sans plis convenables 26. Dans chaque coin, la bordure est, de préférence, cintrée suivant un arc de faible rayon plutôt qu'à angle droit. En appliquant la bordure 13 à un réceptable de ce genre, il est seulement nécessaire d'employer un mandrin de maintien de l'article différent de celui que représente la fig. 2.

Sur la fig. 5, la bordure 13 est représentée appliquée au bord périphérique d'un récipient 27 sensiblement elliptique ayant des parois latérales sensiblement verticales où la matière en excès est résumée en des plis convenables 29 aux extrémités opposées du récipient.

Le récipient représenté à la fig. 6 est une casserolle octogonale 31 pour la cuisson, du modèle communément employé aujourd'hui et sa périphérie ouverte 32 est pourvue de la bordure 13 appliquée sensiblement de la même manière qu'il est représenté sur la fig. 2. La matière en excès est réunie en des plis 33.

Sur la fig. 7, un récipient en forme de plat ou un plateau 34 ayant des parois latérales inclinées 35 est pourvu d'une bordure convenable 13 suivant l'invention. Le récipient représenté sur cette fig. 7 diffère principalement de celui que représente la fig. 1 en ce que le premier n'est pas pourvu d'un rebord disposé vers l'extérieur comme celui 12, de la fig. 1. En outre, les parois 35 n'ont pas besoin d'être plissées parce qu'elles peuvent être constituées par une bande de matière séparée, fixée au fond d'un récipient et pourvue d'un joint 36 vertical. Dans cette forme d'exécution de l'invention, la bordure 13 non seulement renforce solidement le bord et maintient le récipient, mais elle pince aussi et renforce le joint 36.

Sur la fig. 8, la bordure est représentée appliquée sur les bords périphériques des extrémités opposées d'un bidon cylindrique ou tube 37.

Sur la fig. 9, la bordure est représentée appliquée aux bords périphériques opposés d'un article de forme tronconique tel qu'un abat-jour de lampe obtenu en enroulant une bande de matière convenable autour d'une forme conique et en l'assemblant par un joint convenable 39. Dans cette réalisation de l'invention, la bordure 13 non seulement renforce l'ensemble de l'abat-jour 38 mais empêche le

joint de s'ouvrir aux extrémités opposées.

Sur les figures 10 et 11, la bordure 13 est représentée appliquée au bord du fond d'une paire de réflecteurs à parois plissées et unies 41 et 42 respectivement. Le réflecteur plissé 41, représenté sur la fig. 10, peut être constitué de manière peu coûteuse par une feuille de carton ou autre matière semblable utilisée principalement pour des buts décoratifs. Le réflecteur 42 est formé de préférence avec une feuille de carton laminée avec une feuille réfléchissante dont la surface se trouve à l'intérieur.

Sur la fig. 12, la bordure 13 est représentée appliquée le long du bord périphérique libre d'un réflecteur en forme d'auget du modèle généralement employé pour les lampes de bureau. Le réflecteur 43 est pourvu à l'une des extrémités d'une saillie 44 percée en 45 pour permettre l'introduction d'une ampoule de lampe. La surface intérieure de l'auget 43 est de préférence traitée de façon à la rendre réfléchissante de la lumière.

L'article représenté à la fig. 13 est une plaque plate en matière fibreuse telle que le dessous de plat en amiante généralement employé sur les cuisinières à gaz et est pourvu d'une bordure convenable 13 suivant l'invention.

Comme on l'a fait ressortir plus haut, l'article et la bande à border peuvent être constitués en toute matière convenable qui contribuera à fournir une bordure comme il est décrit plus haut. Bien que la bande à border soit elle-même de préférence en tôle d'acier mince, elle peut être faite en toute autre matière flexible capable de conserver la forme qui lui est donnée.

Les diverses représentations des emplois variés de la bande, comme le montrent les dessins, font voir qu'elle peut être employée sur des récipient, réceptacles articles ou autres objets à bordure en pratique de toutes forme et dimension. L'invention n'est nullement limitée aux articles représentés sur les dessins.

Les principaux avantages de l'invention résident dans l'économie de matière nécessaire comparée aux bordures employées antérieurement pour des buts similaires, et, en outre, dans le fait que la bordure elle-même procure un moyen pour l'agrafer sur l'article et qu'aucun dispositif de serrage supplémentaire ou moyen de fixation n'est nécessaire. En outre, la bordure peut être appliquée ou fournie au mécanisme de pose sous forme d'une bande plate et n'a pas besoin d'être formée d'avance suivant la forme de la périphérie de l'article à border comme c'est le cas dans les dispositifs antérieurs du même genre. La bordure suivant la présente invention est spécialement avantageuse dans les cas où un travail rapide est nécessaire d'autant plus qu'il peut être appliqué en une seule opération et qu'aucun outil de pincement n'est nécessaire pour fixer la bordure sur l'objet.

Comme il est montré dans les diverses figures du dessin, la bordure non seulement renforce et consolide les bords de l'article ou l'ensemble du récipient, mais elle sert aussi comme moyen d'assemblage pour pincer les bords libres de ses plis ou autres formes de construction qui autrement s'ouvriraient facilement quand les articles sont manipulés. De plus, en ce qui concerne l'économie réalisée par l'invention, on a estimé que la quantité de matière utilisée dans l'application de la présente invention ne comporte que sensiblement la moitié de celle qui a été jugée nécessaire dans la technique antérieure, puisque les bordures 13 suivant la présente invention peuvent être faites beaucoup plus étroites qu'il n'a été jugé nécessaire jusqu'ici et en même temps procurent la solidité requise le long des bords périphériques.

L'invention n'est nullement limitée aux modes d'exécution représentés et décrits qui n'ont été choisis qu'à titre d'exemple.

RÉSUMÉ.

L'invention a principalement pour objet :

1° Un dispositif de renforcement, au moyen d'une bande ou bordures, du bord formant un carton fermé d'une assiette ou autre récipient ou article de forme ou composition quelconque exécuté à partir d'une feuille ou pièce similaire en un matériau léger, ce dispositif étant remarquable notamment par les caractéristiques suivantes considérées séparément ou en combinaison :

a. Une bande de renforcement, en matière dure telle que du métal, est disposée le long et régulièrement cintrée autour du bord du susdit article, de sorte que la bordure de renforcement épouse la forme du susdit contour fermé, cette bordure ayant généralement en

section droite la forme d'un C et étant étroitement pincée sur ou fixée audit article tout le long du bord de ce dernier par le fait que ses bords opposés se font face mutuellement et pénètrent sur les faces opposées de la matière de l'article près de son bord ;

b. Ladite bordure est constituée par une simple bande de matière dure, cintrée longitudinalement et transversalement et ayant ses deux extrémités emboîtées télescopiquement l'une dans l'autre pour former un assemblage tubulaire et cette bordure a une section transversale perpendiculaire aux côtés opposés de l'article dont la dimension est égale ou supérieure à celle de toute autre de ses sections.

2° Les objets et articles divers, munis d'une bordure de renforcement du type ci-dessus.

KIMBERLY STUART et Mme STUART,
née ELIZABETH ROBINSON BAUMAN.

Par procuration :
LAVOIX.

OR in 229/2.5

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"New Yorker" 1/7/50 p. 68

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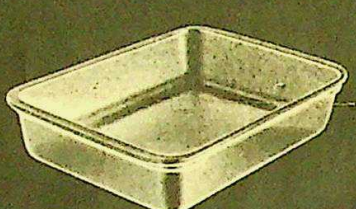

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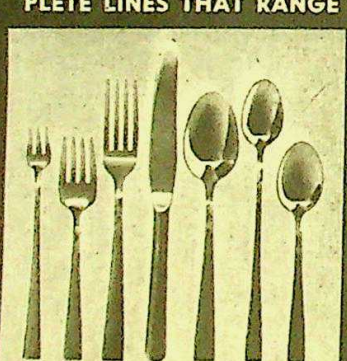

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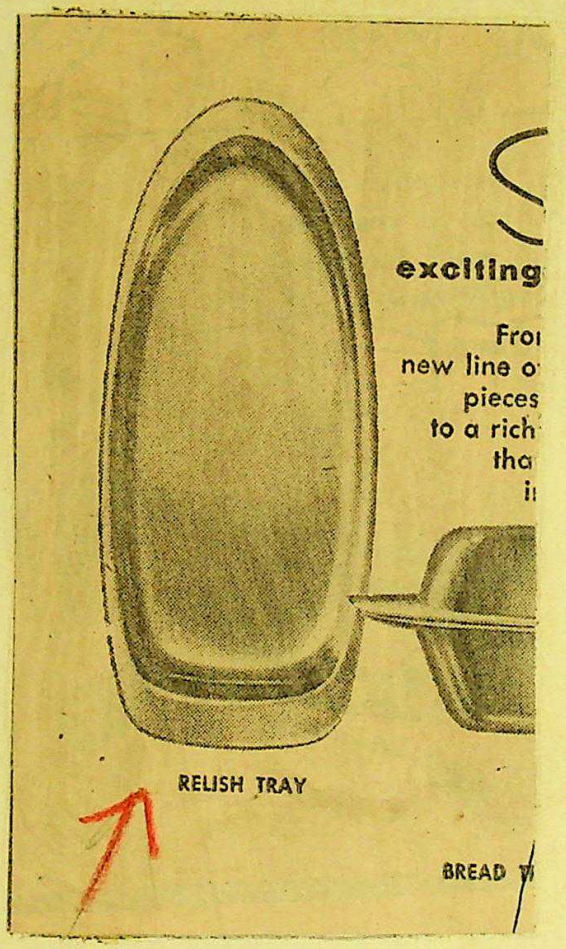
Stainless Steel by West Bend



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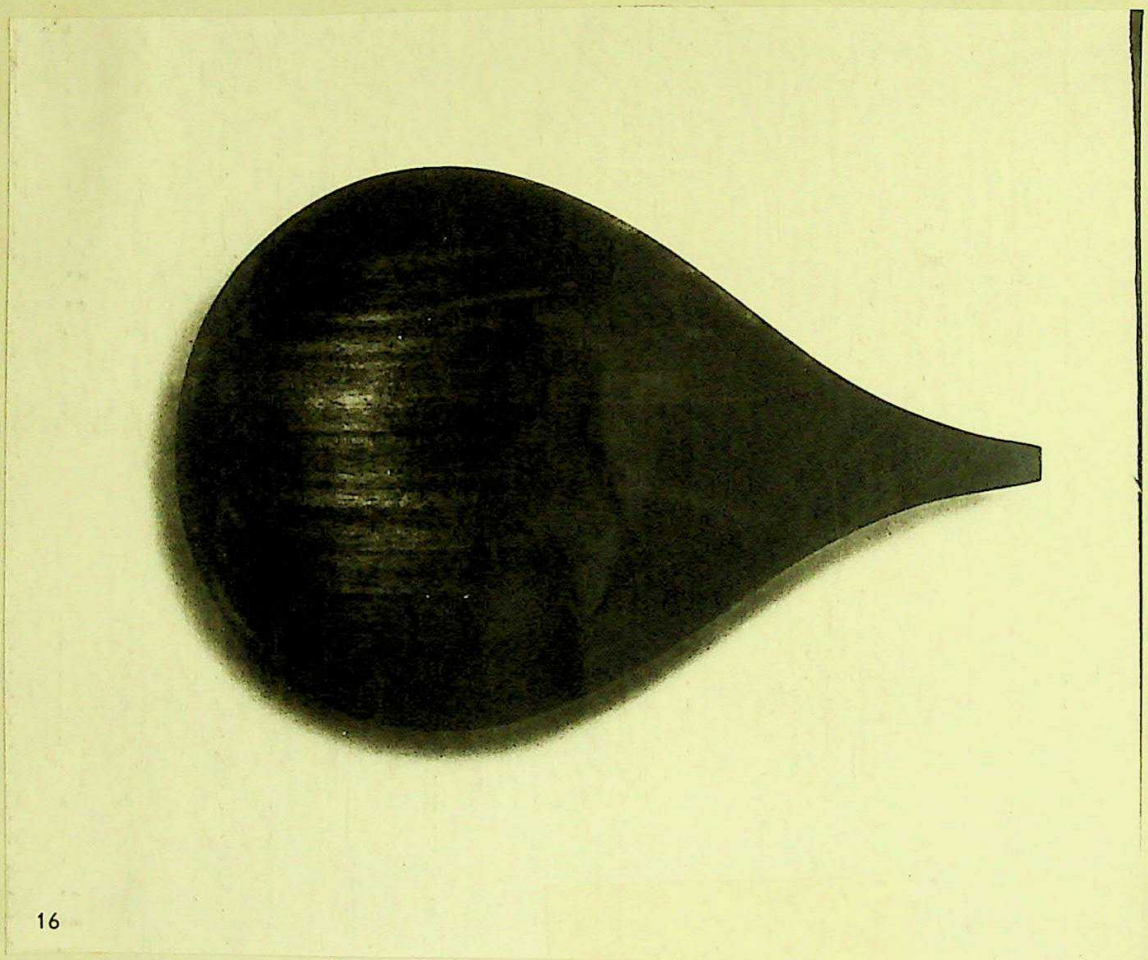
Austria Souvenirs

Sept. 1959

Page 14

panel #16



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NEW YEAR 'ROUND
GIFT ITEM **from Gladmark**

Light, handsome HORS D'OEUVRES or CHEESE TRAY 17" x 17", with Poly-Res inlay of attractive pastel colors: white, yellow, coral and turquoise. Washable impregnated finish.

BIRCH — $13.95 Retail
WALNUT — $14.95 Retail

GLADMARK WOODENWARE
8331 Bradley Avenue Sun Valley, California

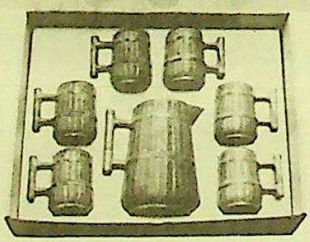
Three new "Hummels" are introduced

• Good news for your collector-customers: W. Goebel of Bavaria is now producing three new Hummel figurines, created from drawings of Berta Hummel that have never been used before. The additions to this popular collection are Kiss Me and Not For You, above, and a group of four called Ring Around The Rosie (GIFTWARES & HOME FASHIONS, June 1960). Retails are $10 each for the two shown and $70 for the larger group.

The figures are distributed by Schmid Bros., 280 Summer Street, Boston, and Ebeling & Reuss, Fifth & Locust Streets, Philadelphia.

More Profit in "Raffia"
From Doranne

6 MUGS AND A PITCHER...



R68 Raffia Beverage Set
Natural colors. Raffia Beverage Set. Six Mugs and Pitcher in display carton.

Price $6.50

Send for free price list brochure

Doranne of California
Manufacturers of Distinctive Giftwares
803 E. Macy St. Los Angeles 12, Calif.

We are pleased
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PERMANENT SHOWROOM
Merchandise Mart, Chicago, Room 1095
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BECK MFG. CO. New Address: 4156 Lake Michigan Drive, N.W., Grand Rapids 4, Michigan

everyone's asking for the
xtazy cap

* for wear after beauty parlor date... keeps hair in place glamorously
* for house wear when cleaning or dusting...so attractive
* for shower, beach or rain wear
* wonderful gift idea

moves fast at only $1.00

ORDER FROM YOUR BEAUTY JOBBER OR WRITE TO:

MARPRES CORP.
4501 S. Western Blvd., Chicago 9, Ill.

Floating flowers between two plys of shimmering plastic; with smart attached golden earrings

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Products

continued

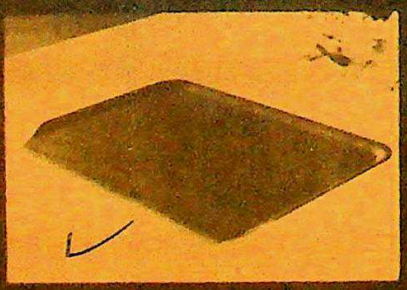
Utility Cart. The UCA 650-A3 utility cart stores up to 100 18" x 26" bun pans. The unit doubles as a mobile work station with "V" sections at the [illegible] that hold pans at a 45° angle for greasing, scraping or cleaning. Pans hold bun pans at work-height, with lower rails as well as side clips [illegible] the stacking space. EPCO, Inc., [illegible] E. Industrial St., Los Angeles, Calif. **(172)**

Odor Control. "Prentox U-Tabs" are used to eliminate urinal smells. The product contains sodium o-phenylphenol and hexa chlorophene which prevent disagreeable odors by killing bacteria and microbes. Prentiss Drug & Chemical Co., Inc., 101 W. 31st St., New York, N. Y. 10001 **(200)**

Butter Dispenser. Holding up to 225 pats of butter, a refrigerated butter dispenser has a thermostatically controlled temperature range of 35°F to 50° F. The Model 225 occupies only one sq. ft. of counter space, and features stainless construction with a double-wall insulated glass panel. The removable stainless cylinders permit fast, bulk loading from patty cartons. Century Products Co., 2240 W. Ogden Ave., Chicago, Ill. 60612 **(154)**

Electric Knife. Featuring stainless serrated blades, a heavy-duty electric slicing knife has a pre-set cutting speed. The "Chef-Mate" also features a motor designed for continuous use without overheating, and a simple blade release mechanism. Bloomfield Industries, Inc., 4546 W. 47th St., Chicago, Ill. 60632 **(142)**

Electric Fry Kettle. An electric fry kettle has a 29 lbs. fat capacity and can be used as a counter unit, on legs, or as a "drop-in." The elements swing up for cleaning and the fat well is removable. Other features include temperature control from 200 to 400 degrees F., a back-up thermostat, a front-mounted frying guide, a signal light, and adjustable leveling legs. Toastmaster Div., McGraw-Edison Co., Elgin, Ill. **(150)**



Cafeteria Tray. A laminated wood cafeteria tray has a turn-down lip which grips the table allowing the user to eat from the tray. The 19" x 14½" tray is stackable and can be washed in a machine. Minimum order is 200 trays, delivery is about 7-10 weeks. Masters & Andren, Ltd., 21 Mackenzie St., Slough, Buckinghamshire, England **(165)**

Dining Chair. The Companero, is a dining chair with Imperial grain [illegible] nut trim on the outside back [illegible] around the seat base. The balance of the chair is in Apple Red decor. The chair measures 23" x 24" x 42" and can be upholstered in a variety of vinyl fabrics. Casters are also available. Gasser Chair Co., Inc., [illegible] Logan Ave., Youngstown, Ohio [illegible] **(158)**

Soft Serve Cabinet-Dispenser. A soft serve mix storage cabinet with drink dispensing equipment has a stainless lined refrigerated base which holds up to 40 gals. of mix in 5 gal. cans. Extra wide doors and no bottom cabinet ledge allow the cans to be removed easily. Other features include a refrigerated syrup rail with pumps and jars, covered crushed fruit jars, clean-up sink, and a large work surface. Optional features include an electric draft arm station, a chipped ice bin, and a choice of laminates for the door panels. Electro Freeze Div., Bastian-Blessing Co., 4201 W. Peterson Ave., Chicago, Ill. 60646 **(16[illegible])**

Tableside Server. Pictured above is the "Pomme Vapour," a bi-metal unit equipped with a removable stainless strainer. Boiling water is placed at the bottom of the unit underneath the strainer, permitting tableside service of potatoes. The unit has a diameter of 7⅝" and height of 5¼". Legion Utensils Co., Inc., 21-07 40th Ave., Long Island City, N. Y. 11101 **(135)**

Continued on page 39

Circle card for more information

For More Facts About Ad on Following Page Circle No. [illegible]

Restaurant Equipment Dealer

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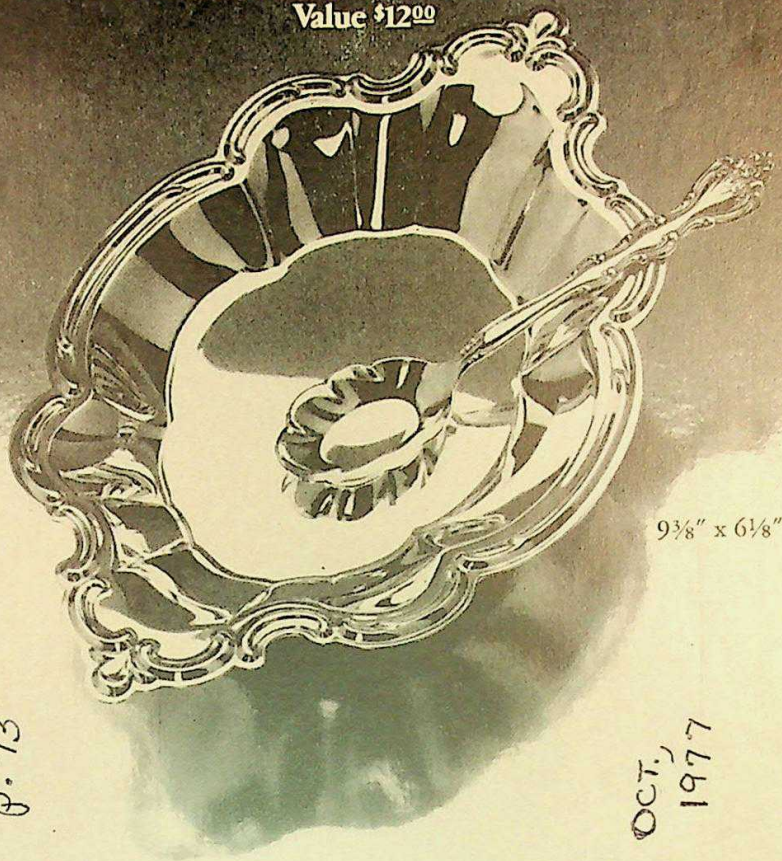
Value $12.00



9⅜" x 6⅛"

Good Housekeeping p. 73

Oct., 1977

Discover the beauty of International Silver's silverplate designs and see how easy and elegant gift-giving can be. You save $7.00 on this exquisite hostess dish that comes with its own serving spoon. A smart accessory for your holiday parties and, at just $5.00, it's perfect for all your gift-giving needs. And here's another plus—American Archives Shopping Service will send it for you and include a lovely gift card from you at no extra charge. Simply attach a sheet to the coupon below listing name, address and card signature for each recipient. **Quantities are limited. Mail the coupon today!**

To introduce you to International Silver—The Wakefield Party Set

American Archives
122 Charles Street
Meriden, Conn. 06450

Please send me the hostess sets indicated. I am enclosing an additional 50¢ for each set ordered to cover postage and handling. *(Connecticut residents, add 35¢ sales tax for each set ordered.)*

☐ One hostess set $5.00

☐ Save 50¢.
Two hostess sets $9.50

☐ Save $1.00.
Three hostess sets $14.00

☐ Please send me the latest American Archives catalog. I enclose 50¢ for postage or handling.

Total amount enclosed $_____ (Check or Money order)

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For Rapid Charge Service on orders of 2 or more, call toll free—(800) 243-3755.

Conn. residents call 235-6383.
Most major credit cards accepted.

Offer good in U.S.A. except where restricted, taxed or prohibited by law. Allow 28 days for delivery. International Silverplate is a product of International Silver Company, Meriden, Connecticut.

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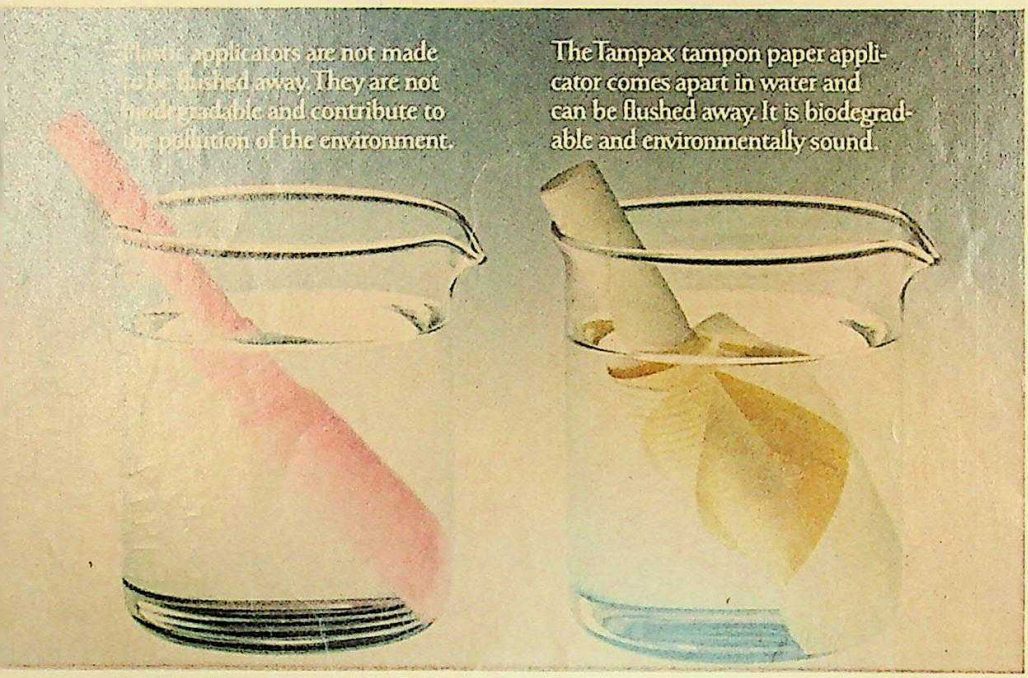
WP-72

Only Tampax tampons have an applicator that is flushable and biodegradable


Plastic applicators are not made to be flushed away. They are not biodegradable and contribute to the pollution of the environment.
The Tampax tampon paper applicator comes apart in water and can be flushed away. It is biodegradable and environmentally sound.

The applicator on the left is plastic and its manufacturer clearly warns "do not flush." You can throw it into a waste receptacle, but no matter how you dispose of a plastic applicator, it remains hard, non-biodegradable material indefinitely. That is why plastic applicators pollute our land, rivers, lakes and beaches.

The Tampax tampon container-applicator—like the tampon itself—is completely disposable and biodegradable. It is made of spirally wound strips of paper that quickly begin to delaminate and unwind when they come in contact with water. (See the illustration above at the right.) The paper strips are as easy to dispose of as a few sheets of bathroom or facial tissue.

Tampax tampons offer you hygienic menstrual protection without the worry of environmental pollution.

TAMPAX® tampons

MADE ONLY BY TAMPAX INCORPORATED, PALMER, MASS.

The internal protection more women trust

SEX EDUCATION

continued

he is ready. Another technique is to "hide" a book like the one I've written entitled, *YOU* (a consciousness-raising guide for teenagers). Most teenagers are very adept at finding such "hidden" material.

12. What is your opinion on premarital sex?

I'm opposed to teenagers having sexual intercourse. They are too young, too inexperienced, too impulsive and do not have ready access to contraception. The double standard is still, alas, very much with us. Boys still use such lines as, "If you really love me, you'll have sex with me." Girls rarely reply with, "If you really love me, you wouldn't put this pressure on me." In addition, teenage pregnancy is definitely unsound from the medical, moral and psychological points of view.

But while I am opposed to sex for teenagers, I also must say that in my 25 years as a clinical psychologist, no teenager has ever asked my consent. It is unrealistic for parents to assume their teenagers will not have sexual relationships in the absence of parental permission. Thus, parents must face the possibility that, however clear they have made their own values, their teenagers may just as clearly reject them.

Should this occur, parents can *still* exert

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INDUSTRIAL DESIGN
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p. 83

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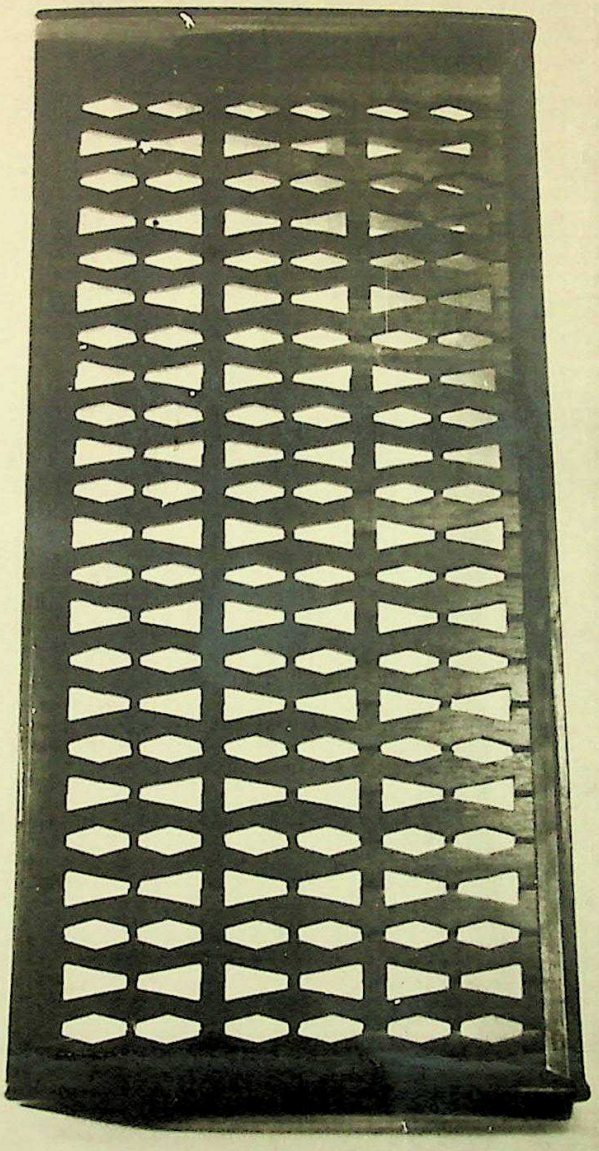

2 Tray Forum International, Inc

2-3 Forum International's line, designed in the U.S. but made in Japan, includes these two items. The tray (2) is in katsura wood, its filigree is made up of shaped strips of wood nailed across the frame—finish appears rough when closely examined, but overall effect is attractive.

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Thanks for putting us on.

Because that's been our style for nearly 45 years. Impulsive, whimsical, even a bit sassy at times. But always current. And relevant with those who count...your customer. Because we do more than just predict fashion trends. We set 'em. (and that's no put on)

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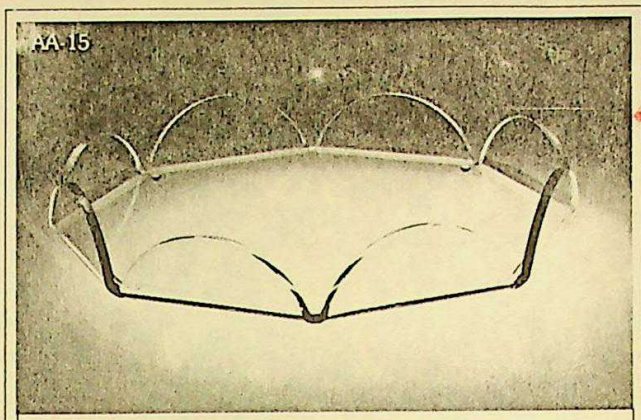
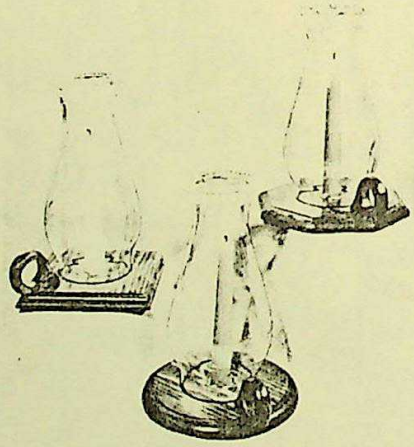


THE OCTAGON TRAY

This high quality product makes an excellent centerpiece for fruit, candy, and hors doeuvres. It is also available with an engraved monogram. **It's a great gift item.**

Write for our new illustrated catalog of other unique quality handcrafted gift items.

beacon acrylics
(Division of Imprint Products Inc.)
482 SUNRISE HIGHWAY
ROCKVILLE CENTRE, NEW YORK 11570



MJ WOOD PRODUCTS

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Write or call for our FREE catalog of the above and over 70 other wood gift items.

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the manufacturers of this greatest of all fun exports from Israel announce the establishment of complete sales and marketing facilities in this country . . .

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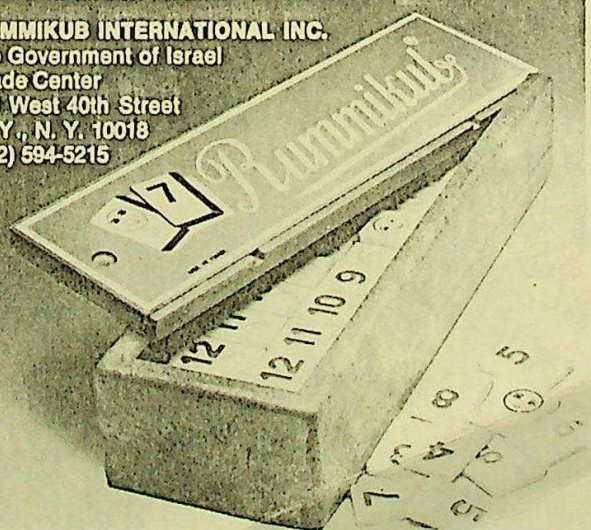
(212) 594-5215



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CLASSIQUE COLLECTION

All available in acrylic with tortoise, mirror or brass inlay. Please specify trim when ordering.

A. Napkin Rings. Each 1½" long, #5019.

B. Rectangular and Oval Placemats. 12" x 18", #5020 (Rect.), #5022 (Oval). Oval available Tortoise or mirror only.

C. Octagon Placemat. 12" x 18", #5023.

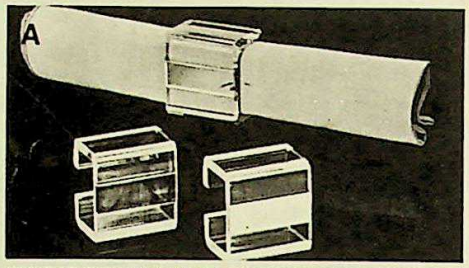
D. Coasters. Six with holder, #5030.

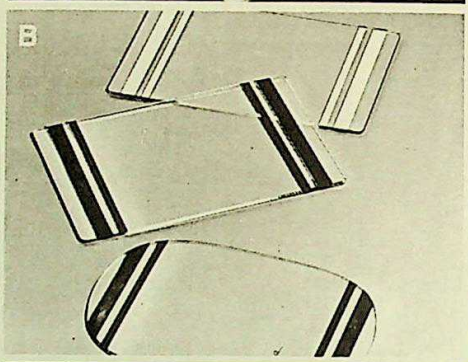
E. Gallery Trays. 12" x 20", #5052; 12" x 16", #5053.

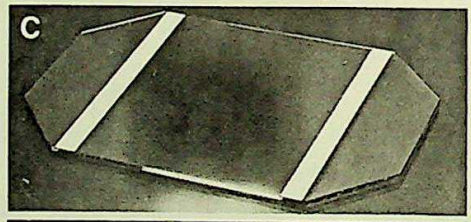
F. Cheese & Cracker Holder. 11" x 14", #5077.

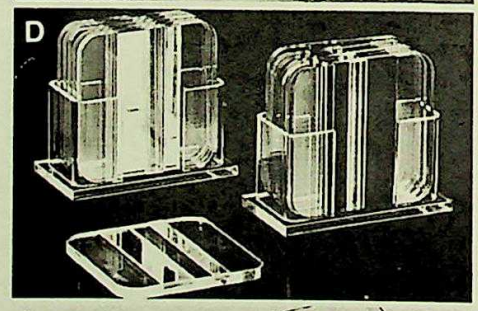
G. Ice Bucket. 7" high and 8" square, #5080.

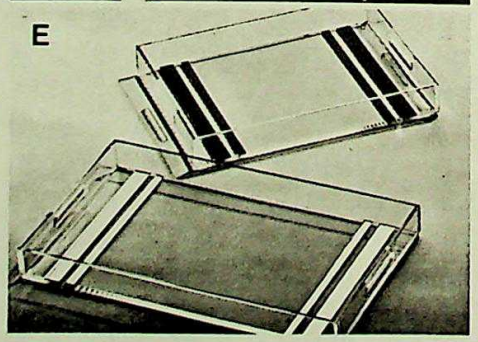
H. Pitcher. 44 oz. capacity, 8½" tall, #5090.

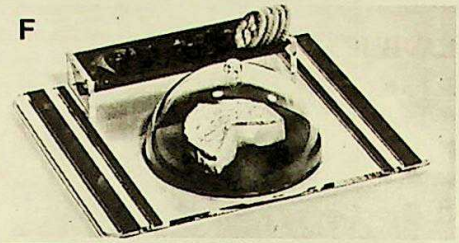


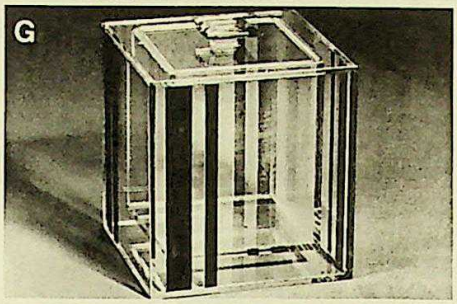


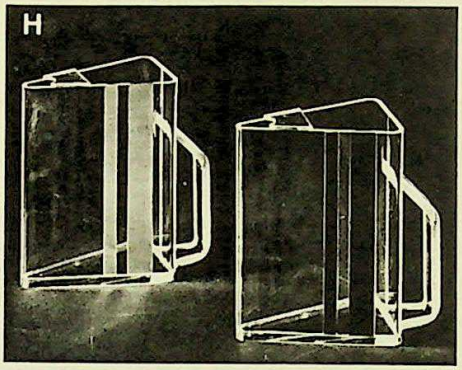










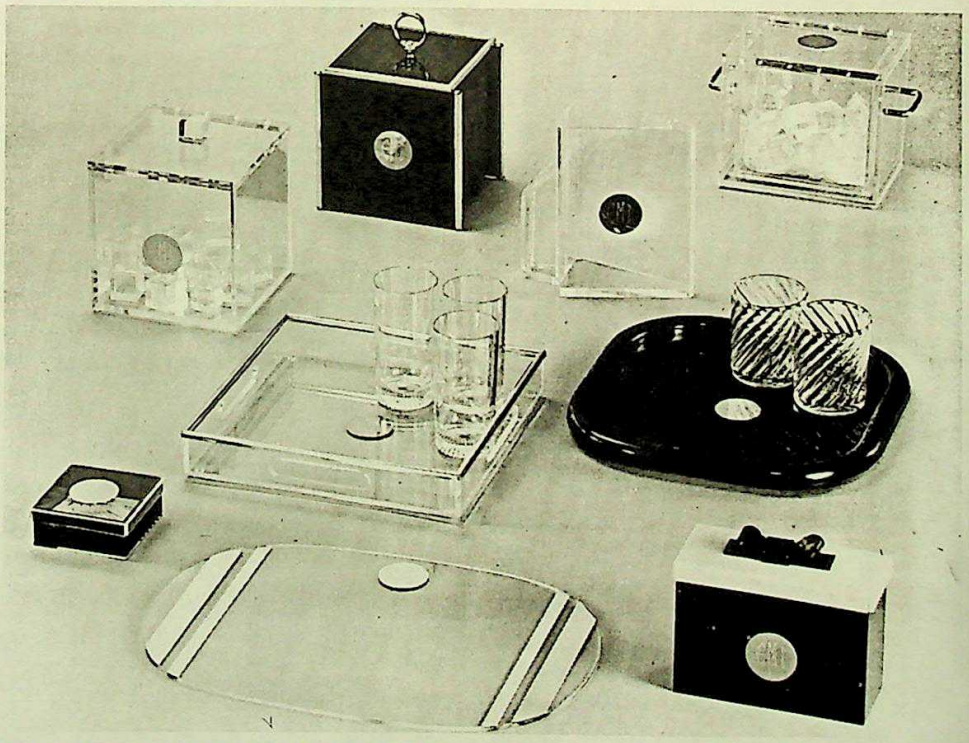


ENGRAVED MONOGRAM PROGRAM

Utilizing both Thermalene and Edgar Watkins At Home products, the program offers rapid service and very low cost, in addition to using a distinctive chrome or brass colored metal disc to carry the Art Deco style three-letter monogram.

Your customer may order any item, from either of the two lines, which he feels would be attractive with a monogram; some of these items are pictured here. The customer also orders sample monograms for his display use at that time (style #M0012) as well as Monogram Disc Cards (style #M0010). When a retail customer decides to buy a product and have it monogrammed, the Monogram Disc Card is mailed to us and, within a week, the finished disc is sent to the store or the retail customer. By simply removing the paper backing and pressing the adhesive-backed, non-tarnishing disc into place, the distinctive and personalized item is complete.

A separate sheet is available explaining the program in full. Please ask for details on this program.



ENGRAVED MONOGRAM PROGRAM Among the products in the Thermalene and Edgar Watkins At Home lines which are particularly well-suited for use in the Engraved Monogram Program are the following, reading from top right clockwise: #7008, Classic Ice Chest; #7102A, Soft Squares 14" tray; #7095, "Black Tie" Party Box; #5022 mirror or tortoise trimmed placemats; #7090, Collar Stay Box; #7040, 12" sq. brass-trimmed gallery tray; #7010, hinged lid "Ice Cube" with liner; 7014A, black and brass "Ice Cube" (no liner); #3146A, 44 oz. pitcher.

T-2

Thermalene®

PRODUCTS INCORPORATED

CATALOG

INCLUDING EDGAR WATKINS AT HOME

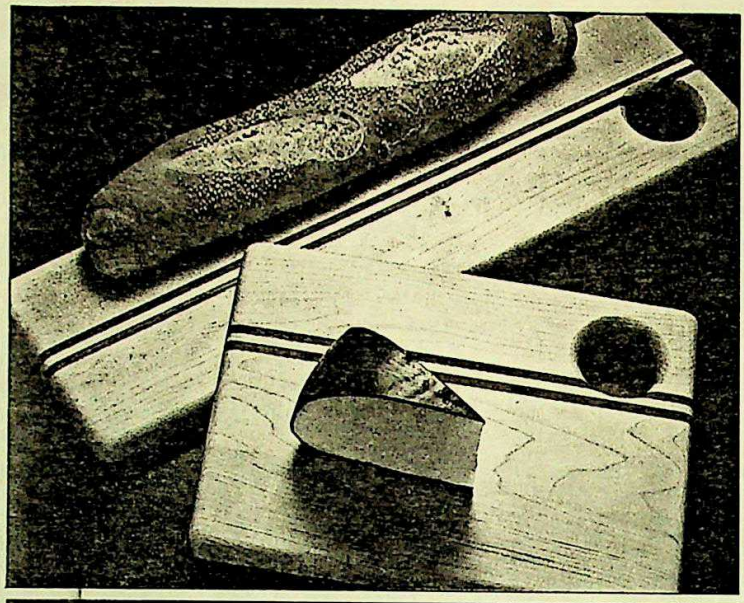
VARIETY AND VALUE COMBINED WITH AMERICAN MANUFACTURE

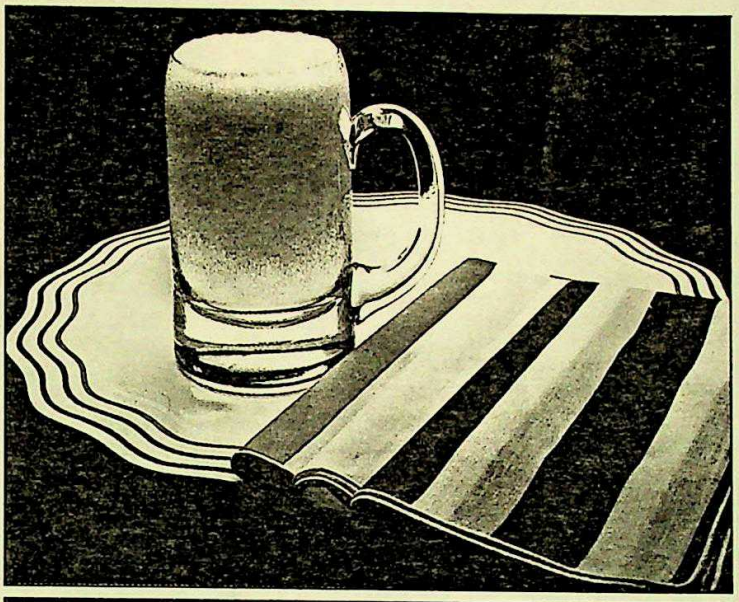
Mail room date
May 19, 1980

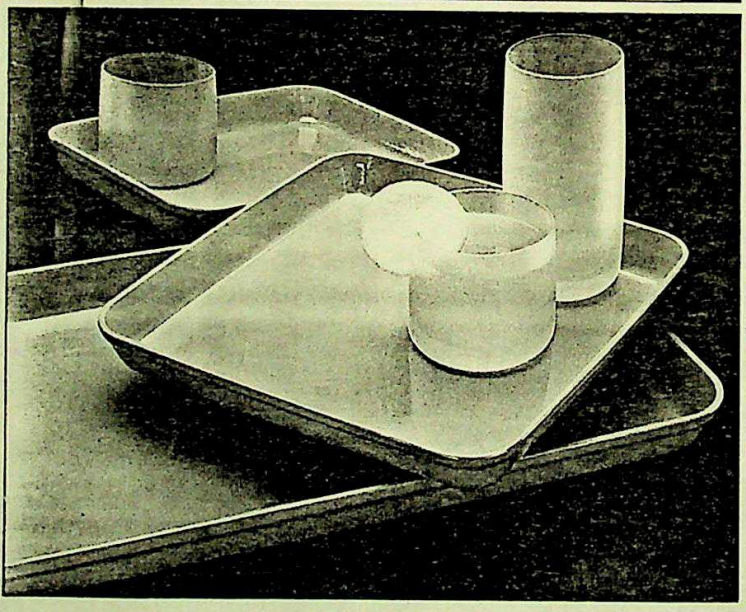
OUTDOOR PICNIC/INDOOR PARTY. THE GOURMET BUFFET TAKES CARE OF EVERY NEED—FROM SOUP TO NUTS, FROM DRINKS TO DESSERT.

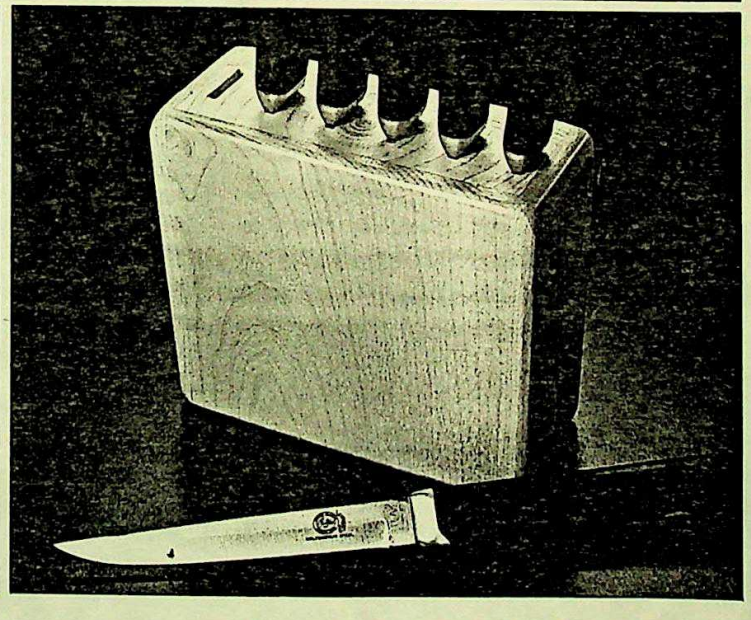
#8551, La Cuisine; #8554, Les Cubes; #8552
oz.); #8558, Le Drink DOF. (14 oz.) #8550
(see back cover also), #8553, Le Cake

D7.554.4









SAVE ON TOOLS OF THE COOKING TRADE

GARFINKELS
4/19/1984

For your best breads. Cutting and serving boards of solid rock maple, inlaid with padouk and walnut woods. Hand-crafted in Maine, from Exotica Woodworks. 9x12", reg. 21.00, now 13.99; 6x21", reg. 26.00, now 16.99; and 12x12", reg. 27.00, now 17.99.

Bottoms up. Heavyweight beer mugs, handblown of crystal. From Toscany, each holds 20 ounces, reg. 8.00 each, now 5.50.

Set your summer table in color. Vinyl placemat from Joan Green, special, 2.99; matching cabana-stripe napkin of polyester and cotton, special, each 2.99.

At your service. Lacquered acrylic serving trays, alcohol and stain-resistant, in rose, brick, navy or grey. From Toyo, nested set of three, reg. 27.00, now 17.99.

Private stock. Frosted barware from Wheaton. Double old-fashioneds or highballs in tea rose, Bermuda blue or clear. Set of four, reg. 10.00, now 6.50.

Prime steak set. Knife blades of high quality molybdenum steel, handles and counter block of solid oak. From Carvel Hall, reg. 36.00, now 24.99.

Gourmet and Linens, all stores except Georgetown Park and Tysons.